

Freelance Projects

For: Innovatude / Jaipur Rugs

Description: I assisted with the layout of Jaipur Rugs' Spring 2015 catalog. The catalog was over 400 pages and included their entire inventory of rugs. I used templates set up by the lead designer and created eye-pleasing layouts by grouping complementary rugs. I also preflighted the files and helped perform the final checks on files. Sam Barry, interim marketing director and owner of Innovatude, lead the team. I worked under Jaclyn Loy, the senior graphic designer at Jaipur Rugs.

*Photography by Jennifer Sligh and
Lauren Lanier-Rountree of Jaipur Rugs*



**NATIONAL
GEOGRAPHIC**
**HOME
COLLECTION**
INSPIRED BY THE WORLD™

NEW NGF03 - National Geographic Home Collection Flat Weave



Design: Quill

100% Wool
No Backing
Pile: Flat
Made in India
Reversible / Durable / Natural
\$\$\$\$\$

2'x3'
5'x8'
8'x10'
Custom

PANTONE

15-1305
17-5111
15-0942
19-0815
16-5106

Color: Feather Gray & Oil Blue

NEW NFP01 - National Geographic Home Collection Flat Weave Premium

Color: Chili Powder & Bright Gold

Design: Macaw
100% Wool
Backing
Pile: Flat
Made in India
Soft Hand / Durable
\$\$\$\$\$

2'x3'
5'x8'
8'x10'
Custom

PANTONE
19-1557
16-0947
19-1524

NEW NFP03 - National Geographic Home Collection Flat Weave Premium

Color: Apricot Orange & Pumice Stone

NEW NFP04 - National Geographic Home Collection Flat Weave Premium

Color: Aluminum & Moon Rock

NEW NFP05 - National Geographic Home Collection Flat Weave Premium

Color: Deep Jungle & Lunar Rock

NEW NFP02 - National Geographic Home Collection Flat Weave Premium

Color: Bristol Blue & Ensign Blue

Design: Macaw
100% Wool
Backing
Pile: Flat
Made in India
Soft Hand / Durable
\$\$\$\$\$

2'x3'
5'x8'
8'x10'
Custom

PANTONE
15-5210
19-4026
15-4707

 **NATIONAL GEOGRAPHIC™**
HOME
COLLECTION
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**NEW NFP06 - National Geographic Home Collection Flat Weave Premium**

Color: Amber & Simply Taupe

Design: Loras

NFP03 -17-1353,
100% Wool
Backing
Pile: 1 1/6"
Made in India
Soft Hand / Durable
\$\$\$\$\$

2' x 3'
5' x 8'
8' x 10'
Custom

PANTONE

NFP03 -17-1353,
14-0002, 17-1210
NFP04 -16-1107,
17-1210, 16-0906
NFP05 -18-5618,
14-4201, 15-4101
NFP06 -14-1045,
16-0906, 17-1500

NEW NGF01 - National Geographic Home Collection Flat Weave



Design: Jaguar
100% Wool
No Backing
Pile: Flat
Made in India
Reversible / Durable / Natural
\$\$\$\$\$
2'x3'
5'x8'
8'x10'
Custom

Color: Cobblestone & Bungee Cord

PANTONE
16-1407
18-0513

NEW NGF02 - National Geographic Home Collection Flat Weave



Design: Jaguar
100% Wool
No Backing
Pile: Flat
Made in India
Reversible / Durable / Natural
\$\$\$\$\$
2'x3'
5'x8'
8'x10'
Custom

Color: Fog & Silver Mink

PANTONE
13-0607
17-1312

NEW NGF04 - National Geographic Home Collection Flat Weave



Design: Tiger
100% Wool
No Backing
Pile: Flat
Made in India
Reversible / Durable / Natural
\$\$\$\$\$

Color: Feather Gray & Walnut

PANTONE
15-1305
18-0513

NEW NGF05 - National Geographic Home Collection Flat Weave



Design: Tiger
100% Wool
No Backing
Pile: Flat
Made in India
Reversible / Durable / Natural
\$\$\$\$\$

Color: Fog & Harbor Gray

PANTONE
13-0607
14-4908



NATIONAL
GEOGRAPHIC™
HOME
COLLECTION
INSPIRED BY THE WORLD™

website imagery



For: Jaipur Rugs

I worked under Jaclyn Loy, the senior graphic designer at Jaipur Rugs. Sam Barry, interim marketing director and owner of Innovatitude, lead the team. Photography by the International Trend Institute (ITI)

A screenshot of the Jaipur Rugs website homepage. The header features the brand name "JAIPUR" in orange. Below the header, there is a main banner with the text "BEAUTIFUL. MEANINGFUL." and several smaller images related to the brand. The main content area includes sections for "JAIPUR QUICKSHIP" (with a purple patterned background), "THE DREAM WEAVERS" (with a woman weaving), and "CUSTOM RUG PROGRAM" (with a close-up of a rug). Navigation links like HOME, RUGS, THROWS, PILLOWS, PRINTS, SAMPLES, IMAGE GALLERY, IMPACT, GIVEBACK, CONTACT, WHOLESALE, and BLOG are visible at the top.

Editorial Design

For: *Les Nouvelles Esthétiques & Spa* magazine

Description: I was the art director of *Les Nouvelles Esthétiques & Spa* magazine (American edition) for almost 8 years. It's a national, monthly skin care and spa trade magazine. For most of my time in this position I was the sole graphic designer. My job was to design and layout all editorial features, research and purchase stock photography; format and retouch all photography; manage and review incoming advertising artwork; and place all advertising in the InDesign document. I also prepared all the magazine files to be sent to the printer and uploaded online; and organized and archived past issue files.

To see my work, please visit:
<http://issuu.com/lnes/docs/201311>

THE MANUFACTURING AND DISTILLATION OF



AROMATIC PLANTS

photo: Marilyn Barbone/Shutterstock.com; illustration: Morphart/Shutterstock.com

AROMATIC PLANTS HAVE been used by humankind since the dawn of history. Aromatherapy is both an art and a science. As an art, it blends aromatic essences together to smell exquisite. As a science, it is studied in laboratories around the world so that we can fully understand their chemistry, therapeutic properties and effects on the human body. Aromatherapy is a multimillion dollar industry in the spa world, as it is everywhere we turn in our business—skin care products, therapeutic body treatments and massage. It is even used for the simple purpose of creating a great smell in the spa setting.

Research has uncovered the specific properties of essential oils. Based on studies done on individual oils and the unique chemical components that have been clearly identified, we know that these precious elements produced within plants can affect the mind, body and spirit, ultimately bringing about powerful change.

The question we have to ask is this: Are all essential oils created equal? Quite simply, the answer is no, they are not. Aromatic crops are mainly grown for the aromatherapy and the perfume or fragrance industry. When using essential oils for clinical aromatherapy, we must be aware that we are using a quality product. Quality control starts with healthy plants, followed by quality farming practices, and completed by correct manufacturing practices.

The crops grown for aromatherapy purposes are not sprayed; rather they are hand harvested and lovingly distilled at the exact temperature. The goal is to keep the delicate chemistry of the plant intact, so that it has the best clinical and therapeutic effect possible on the body. This ultimately results in the production of a more expensive product. The perfumers, on the other hand, have a single focus of simply obtaining a great fragrance; the chemistry has little or no relevance to the final outcome. The manufacturing process results in a much cheaper product. Much of the oil produced for perfume is passed down to the bath and beauty industry, and in some cases the spa industry, usually to add fragrance to skin creams or body lotions. This helps us account for the varied price points we see in the marketplace; however it can also indicate the difference in quality and manufacturing practices.

Of primary importance when it comes to producing a quality essential oil is the actual

process of distillation. Farmers can have great growing conditions, harvest them carefully and produce healthy plants. But if distillation is careless, all is lost. Vital pieces of chemistry can be destroyed during this process, and unwanted elements can be created. In order to achieve the best outcome in our treatments, we must use the best quality essential oils.

Before we can talk about the various ways that essential oils are manufactured and made ready for our use in the spa or clinic setting, we need to take a step backward to fully appreciate and understand what essential oils are, and how they are created in the plant. Only then can we truly appreciate the need for appropriate manufacturing methods, and the care required to produce these living essences.

The origin of an essential oil

It is not completely understood why plants manufacture essential oils, but it is becoming clear that they fulfill an important ecological function. The term "essential oil" does not reflect its role in the plants' functioning and metabolism. The volatile oils of plants function as secondary metabolites (a compound produced by the plant's metabolism). Primary metabolites are compounds the plant needs to live. They are produced during photosynthesis, and include the manufacture of carbohydrates for food and energy production. Essences are secondary metabolites. They vary widely in chemical structure and serve a variety of purposes within the plant. At one time, secondary metabolites were thought of as waste materials—or metabolic end products deposited in special ducts or containers within the plant. Thanks to scientific research, we now know that these metabolites are not end products, but are deliberately made from scratch to serve a specific purpose. They include protection, survival and reproduction, and the plant cannot survive without them. We know that these compounds repel herbivores, attract pollinators and send signals to other plant organisms. However, secondary metabolites are also responsible for giving the plant its aroma and flavor, and we also need to remember that these "essences" have significant physiological and psychological effects on animals and people. These essential oils or secondary metabolites are stored in special structures within the plant. It is during the distillation process that these essences are carefully extracted and released from the plant. ➤

EACH PLANT ESSENCE IS EXTRACTED FROM A SINGLE BOTANICAL SOURCE THROUGH A NUMBER OF POSSIBLE METHODS, THE MOST COMMON AND GENERALLY FAVERED BEING STEAM DISTILLATION.

BY TRISH GREEN

Distribution of specialized secretory structures

SECRETORY CELLS: The cells may or may not be significantly different from the surrounding cells, but they do contain the secretion matter—the oil.

Examples: Lemongrass, patchouli, ginger, black pepper, cinnamon.

SECRETORY CAVITIES: These are inter or intra cellular spaces. Plants with secretory cavities typically produce large amounts of oils, which are relatively inexpensive. **Examples:** Eucalyptus, clove, myrrh, frankincense, benzoin.

SECRETORY DUCTS: Examples: Secretory ducts may form three dimensional networks, sometimes connecting roots, stems, leaves, flowers and fruit.

Examples: Fennel, dill, cumin, angelica.

GLANDULAR TRICHOMES: (modified epidermal hair) **Examples:** Basil, lavender, marjoram, mint thyme.

Distillation

Essential oils are volatile (evaporate easily) substances that occur naturally in a variety of plants growing all over the world. Each plant essence is extracted from a single botanical source through a number of possible methods, the most common and generally favored being steam distillation.

The modern steam distillation unit is the result of centuries of research and refinement.

Archaeological evidence suggests that the distillation process was known to an ancient civilization in the Middle East region around 3,000 B.C. They used crude implements, which were simply made into a deliberately shaped vessel under which a fire was lit. This form of hydro distillation produced fragrant waters, not the essential oils we use today. Versions of this simple method were used for the next 4,000 years. Persian philosopher and physician Avicenna is credited with the discovery of steam distillation, but his methods were inefficient until the arrival of the water-cooled condenser in about 1150 A.D. It was sometime after this discovery that it was realized that the supposed impurities floating on top of the fragrant waters were essential oils, the source of the fragrance. The commercial distillation of essential oils started in Europe at the start of the 16th century. These essential oils were almost the same as the ones we use in aromatherapy today.

Today, essential oils are produced by distillation in variations of two extreme methods that utilize the same technology. On the one hand,

there is the crude "backyard" still used by the poorer inhabitants of the third world countries. On the other hand, there is the modern, stainless steel "factory" still made from the best materials that money and technology can provide.

What is distillation?

Basically, distillation involves heating a liquid or solid material to a temperature that is sufficient to produce a vapor, and then cooling the vapor, causing it to condense to a liquid or solid distillate. Several types of distillation are used to produce essential oils:

Hydro distillation or **water distillation** refers to the immersion of a plant material in water, which is then heated to boiling.

Water/steam distillation refers to the state of a plant material being suspended over water. It is then heated to produce steam, which in turn passes through the plant material. In steam distillation, the plant material is subject to hot steam, but is not yet immersed in or above water.

Water distillation

In water distillation, the source material is placed in a glass or metal walled vessel resembling a large cylindrical kettle, with a vapor pipe fitted at the top. (Copper is traditional, stainless steel used for the construction of modern distillation plants.)

The vapor pipe curves over the top to lead downward through a tank of circulating cold water called the condenser. Another pipe called the "worm" is coiled to achieve maximum cooling of the vapor in a small space. At the bottom of the condenser, the pipe has an open end and is suspended over a receiving vessel. This vessel receives the "distillate." The entire set of equipment is called "the still." To operate the still, the distillation vessel is charged with the material to be distilled, together with a sufficient quantity of water.

The still head (the lid) is clamped tightly to the distillation vessel (see picture), and to the worm with the flow of cool water to the condenser turned on. Heat is then applied to the distillation vessel, in some cases by simply lighting a fire underneath it. A traditional fuel for the fire is the dried, spent material from the previous distillation. This is an alternative "green" practice to accumulating vast amounts of waste material. Eventually the water in the vessel boils. By the same process of hydrolysis that causes vegetables to become softened by boiling water, the ma- continues

A TRADITIONAL
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IS AN ALTERNATIVE
"GREEN" PRACTICE
TO ACCUMULATING
VAST AMOUNTS OF
WASTE MATERIAL.



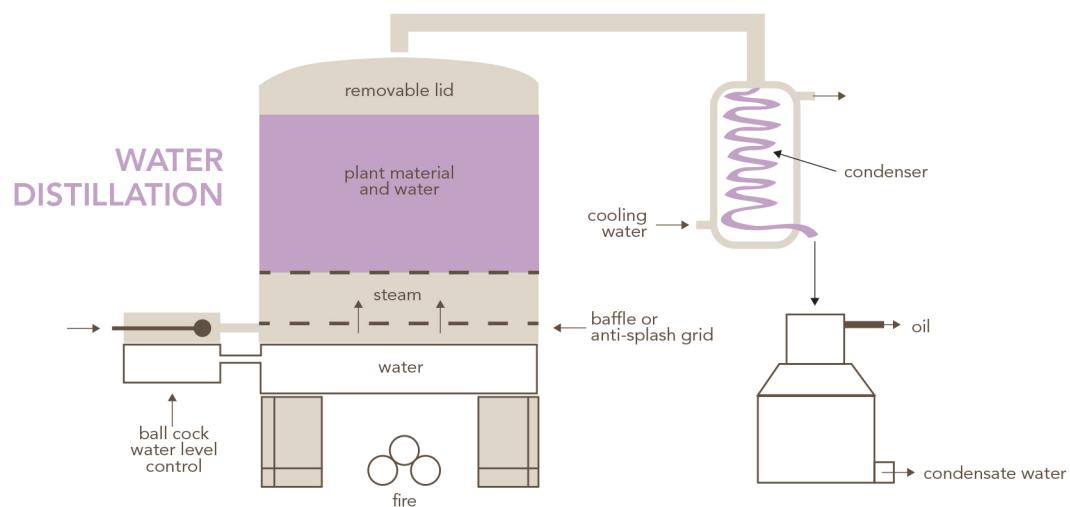
loading the still head
with clary sage plant material

THE QUALITY OF THE OIL YIELDED FROM THE STILL IS DEPENDANT ON THE QUALITY OF THE PLANT MATERIAL.

terial of the charge is softened, permitting the release of the essential oils contained in the oil glands it supports. As in true steam distillation, the oil vaporizes, and its vapor is carried into the condenser in the current of steam produced by the continuous boiling water in the distillation vessel. In the condenser, both steam and essential oil vapor condense into their respective liquids and are collected in the receiver. Essential oils are less dense than water as a separate upper layer, floating on the distillation

and shortens the distillation time, therefore reducing the potential damage to the essential oil from excess heat. This means that the process of hydrolysis and associated risks of damage to the plant material last for only a short period of time.

Plants high in esters, a natural chemical component that has a calming effect on the human body and has been found to have naturally high levels in lavender, would not survive in the water distillation process because of the length of



water. Those few oils that are denser than water settle on the bottom (such as clove). The oil is separated from the water, often with the use of anhydrous sodium sulphate, which does not in any way affect the composition of the essential oil. Once dried, the oil is filtered and stored in suitable containers for storage and transport.

Hard fruits, seeds and woods are comminuted (reduced to small pieces of powder) before distillation, rendering their oil cells accessible to the boiling water. Other materials, like patchouli, are allowed a brief period for the onset of fermentation to break down cell walls for the same purpose.

Steam distillation

In steam distillation, steam from a separate boiler is injected into the distillation vessel through jets in a ring shaped pipe, secured beneath a perforated support. On top of this rests the charge of the plant material to be distilled. Except for a pipe at the top, the container is sealed to allow the ability to alter or lower the pressure. Lower pressure requires less steam

time they are subjected to heat. In steam distillation, the plant material is softened by the heat, and the essential oil droplets diffuse from the oil glands onto the surface of the charge. The steam condenses around the margins of the droplets, and the condensing process gives up latent heat, which vaporizes the oil. The mixture of vaporized essential oil and steam rises to the top of the container, along the pipe and into the condenser. As the vapor mixture passes through the worm, the subsequent drop in pressure and temperature cause it to return to a liquid phase. As in water distillation, the end of the worm is usually a vertical extension that runs into the "receiver" where the oil separates from the water and rises to the top.

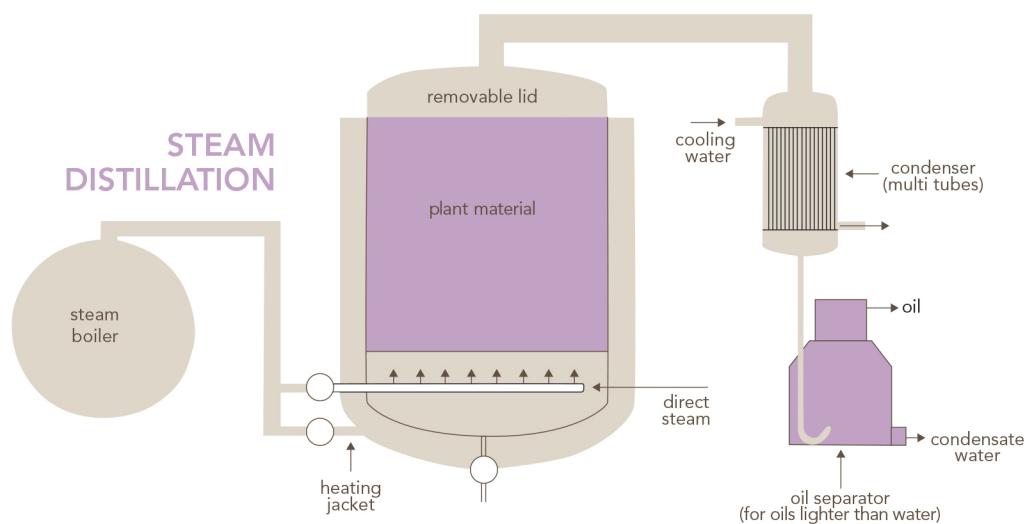
Oil quality

The quality of the oil yielded from the still is dependent on the quality of the plant material, whether it was fresh or partially dried as appropriate, and if the plants were harvested at the peak of the essential oil production. If the plant material was harvested early due to commercial

continues



distillation water that contains essential oils exits the condensation unit



pressures and demand, the chemical constituents will vary and affect the quality of the finished product. Each essential oil requires a different distillation time that is determined by many factors. If distillation time is shortened or lengthened for any reason, the resulting oil will be different due to the change in the constituents. The oil yield from the still can be influenced by many factors:

- The season. In many flowering plants, the essential oil content increases up to the full flowering and then decreases.
- Time of day. The time that the crop is harvested can influence the oil yield. The roses for rose oil need to be picked before 10 a.m. After this time the oils are moved to other areas of the plant.
- The state of the plant material. There is a difference between dry and fresh plant material in water content. Some need to be freshly distilled, as there is a significant loss of oil as it dries out. Other materials must be distilled to be partially dry, as the process of decomposition must have started in order to access the subcutaneous oil glands (such as patchouli leaves). Other plant material must be completely dry and crushed to a powder state before distillation.

Oil composition

A plant contains many constituents whose individual molecular weights range from 100 up to more than 1,000. Steam distillation only yields those plant constituents with a molecular weight of up to approximately 400. As a result, we ultimately need to use a variety of extraction methods. Each method yields different products, and also explains why the actions of essential oils are often not the same as the herbs they are extracted from. CO₂ (carbon dioxide) extraction is the one method that can extract virtually all plant constituents. In some instances, the heat of the distillation process chemically alters the original plant constituents. Chamazulene, a sesquiterpene found in German chamomile

and yarrow—which is responsible for the dark blue color of the essential oil—is actually formed in the distillation process from a lactone called matricin. Steam distillation also produces “still notes,” which are caused by highly volatile substances that dissipate over time. Thus, an essential oil smells different immediately after distillation than it will some time later. The ratio of plant constituents can be altered by this process. Alcohols can hydrolyze from esters. The more water is present, the greater the hydrolysis yield by the essential oils. This is the main reason why steam distillation is better than water distillation. Some plant constituents will remain in the distillation water. In some cases such as rose, the rose water is highly aromatic, and a valuable product in its own right. These distillation waters, known as floral waters or hydrosols, are great products for use in skin care.

So as you can see, the production of these powerful, natural plant products is actually quite complex. Manufacturing a great product takes great care, and some special aspects of the essential oil chemistry are actually byproducts of the distillation process itself. As a therapist or user of essential oils, you need to know what you are buying. Ask pertinent questions; find out what the country of origin is, and request that they provide you with information about how their oils are tested. Just being organic is not enough; every other element involved contributes to the final outcome. ■



Trish Green, a CIDESCO Diplomat, has been a teacher for 30 years. She is a doctor of homeopathy, an instructor of aromatherapy and a registered bach flower practitioner. Green is owner of the Balnea Institute in Ontario, an educational facility dedicated to holistic esthetics and complementary therapies.

DERMAL
DEFENSE
WITH
CAFFEINE

TAKING PROTECTION TO THE NEXT LEVEL

UV RADIATION IS A WELL DOCUMENTED cause of oxidative stress on the skin and cellular DNA mutation. The human body uses several internal mechanisms designed to mitigate the possible damage UV radiation can inflict on the skin. Melanogenesis, endogenous antioxidants and limiting cell replication are all internal processes designed to protect cells and prevent the copying of cells with damaged DNA. Even with these and other biological safeguards, some cells with damaged or compromised DNA do slip through. Topically applied caffeine has demonstrated an unprecedented ability to increase cutaneous protection against the negative effects of UV exposure. The potential of this ingredient is extraordinary. ➤

BY IVANA VELJKOVIC



Dermal defenses

One of the biological processes designed to protect cells from UV exposure is pigment deposit. Through the process of melanogenesis, melanin is deposited in a parasol formation over the nucleus of a cell to protect the DNA from damage due to UV exposure. The result of this is a tanned appearance of the skin. This is clearly an indication that the skin is stressed and working diligently to protect itself from DNA damage. A "healthy tan" is the ultimate oxymoron.



Caffeine increases the skin's ability to identify and rid itself of damaged cells that could lead to the formation of cancer.

Additionally, the skin has its own endogenous (native) antioxidant defense system. This system works to fight off oxidative stress and damage to the skin. Some of the most important antioxidants in this system are superoxide dismutase (SOD), glutathione peroxidase and catalase. SOD disarms some of the most dangerous of reactive oxygen species (ROS) and turns them into hydrogen peroxide. Then, glutathione peroxidase and catalase break hydrogen peroxide into oxygen and water, rendering the ROS harmless. UV radiation challenges this internal antioxidant defense system in many ways. Not only does UV exposure produce free radicals in the skin, but it also renders the skin's own antioxidant system less effective. This is a dangerous combination. Supplementing the skin with additional antioxidants can help to bolster this protection and minimize potential UV-induced damage. Some important antioxidants to add to a patient's regimen are glutathione, vitamins C and E (which work in concert with glutathione to recycle and support one another), green tea, coffeea arabica extract, ergothioneine and silybin.

The all-important DNA

Robust, healthy skin is dependent on the replication of keratinocytes with intact DNA. DNA damage is possible from environmental insults, as well as errors that can occur during replication. Because of this, there are biological processes that act as checkpoints during various parts of the cell cycle to be certain DNA is intact prior to additional cell division and replication. If damage is detected, these cells can, in some circumstances, be kept alive but unable to reproduce, or they can be targeted for apoptosis (cell death). Of course, sun avoidance, broad-spectrum sun protection and topical antioxidants can help minimize the chances of cell damage, but even the most powerful sunscreen is just that—a screen. Some radiation will get by and some cells will ultimately be damaged. Although this is highly unavoidable, topically applied caffeine adds a level of protection previously unattainable.

Caffeine: a new frontier

Until now, caffeine has primarily been used as an addition to formulations designed to reduce the appearance of cellulite. As a vasoconstrictor, caffeine leads to a temporary constriction of the blood vessels and a decrease in the leakage of serum from blood vessels. This overall reduction of dermal edema is likely the reasoning behind chemists using it in successful cellulite-fighting and under eye puffiness-reducing formulations. These purported benefits require many more peer reviewed studies to be substantiated. Caffeine's scientifically proven inhibition of tumorigenesis and resultant skin cancer is currently the most impressive of caffeine's known benefits.

Topically applied caffeine has demonstrated multi-functionality in its work against cutaneous UV damage. Its UVB-absorbing capability reduces the production of sunburn cells, as well as the formation and activity of UV-induced free radicals. And, although caffeine is not a polyphenol itself, a study measuring the antioxidant component in caffeinated and decaffeinated beverages demonstrated a dramatically higher level of antioxidant activity in the beverages containing caffeine. Caffeine clearly increases the antioxidant effect of some of the previously mentioned polyphenols, such as coffee and tea.

More compelling than its antioxidant value is caffeine's ability to facilitate the demise of
continues

damaged skin cells. The process of cell death is called apoptosis. Apoptosis is a complex chain of events comprised of an array of chemical reactions, ultimately leading to damaged cells being overtaken and recycled. This process occurs throughout the body thousands of times every day. In regards to skin cancer prevention, caffeine increases the skin's ability to identify and rid itself of damaged cells that could lead to the formation of cancer. Cells called "killer T cells" communicate with damaged keratinocytes, and call on other proteins and biomolecules to instigate cell death. The fact that topical caffeine can add this increased level of protection against the replication of damaged cells is inspiring. We understand that even with diligent use of sun protection, at least some UV radiation always reaches into the skin and potentially causes damage. The addition of topical antioxidants certainly helps, but some DNA damage is likely to occur, despite our diligence. Caffeine's ability to help the skin terminate damaged cells prior to tumorigenesis opens a whole new frontier of formulating products for healthy, protected skin.

Formulations on the frontier

The unveiling of the exciting science around caffeine's unique topical functions is likely to make this ingredient a more popular addition to skin care products in the future. Because

of its unique combination of benefits, the most compelling product category to explore is sun protection. The knowledge of the cascade of damage that is caused by UV exposure in conjunction with the science of product advancement will lead to the development of highly effective and well-rounded protective products. Look for those that incorporate broad-spectrum UVA/UVB protection containing zinc oxide, titanium dioxide, avobenzone or encamsule. Next, look for the addition of polyphenol antioxidants in the formulation. Additionally, always select a product that provides skin with the unparalleled activity of topical caffeine. This new horizon for UV protection products is just the beginning for chemists looking to provide the very best for skin health. ■

Ivana Veljkovic, Ph.D., works in product development and clinical trials for PCA Skin®. She has previously worked as a research scientist specializing in the synthesis and purification of organic compounds. She has worked directly with physicians, nurses and estheticians, educating them on skin physiology, ingredients and proper treatments for specific skin conditions.



An illustration of a vintage-style microdermabrasion machine. The machine is white with a circular control panel featuring a dial and three numbered buttons (I, II, III). It has several cracks and holes, suggesting it is old and damaged. A power cord is visible on the right side. Below the machine is the DermaMed solutions logo, which consists of two overlapping circles in yellow and orange, with the text "DermaMed" and "solutions" underneath.

We Buy Used Microdermabrasion Equipment*

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Now, you can trade in your equipment for a brand new MegaPeel from DermaMed Solutions. MegaPeel is easy to use, requires minimal maintenance and produces superb results. And with its continuous run-rate motor, you can count on years of outstanding performance and reliability.

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or visit www.DermaMedSolutions.com.

*as a trade-in only

Say you saw it in LNE & Spa and circle #152 on reader service card

skin | pseudofolliculitis barbae

the best ingredients to use and avoid

PSEUDOFOLLICULITIS BARBAE (PFB)

is known by many as razor bumps, shaving bumps, ingrown hairs, pili incarnati or folliculitis barbae traumatica. It is estimated that over 50 percent of African American males are genetically predisposed to pseudofolliculitis barbae due to the curvature of the hair follicle. Hispanics, Caucasians and hirsute women who have curly hair can also have this condition.

Causes

The cause of this condition for many men afflicted with it originates from an attempt to get a closer shave. In these cases, the skin is pulled taut, and initially shaved in the direction of hair growth, then re-shaved against the grain. When the skin is released, the sharp angular hair tip re-enters the skin, and most often pierces the follicular wall, causing inflammation. This re-entry of hair creates painful, firm papules and pustule eruptions, accompanied by swelling and itching to the affected area. These eruptions may surround hair buried inside, making shaving very difficult and quite painful. Once the hair penetrates the epidermis, it may eventually perforate the dermis, causing severe abscess formations. These abscesses generally result in hypertrophic or keloid scarring. In terms of treatment, it is necessary to address these abscess lesions or any secondary infections with a referral to a dermatologist for possible antibiotic therapy.

When treating the papules and pustules, professionals should take into consideration that while this condition mimics acne, PFB has nothing to do with the inflammatory process involving the sebaceous gland. The cause, as noted above, is the re-emergence of a foreign object into the skin, causing a response that promotes inflammatory and non-inflammatory eruptions.

Men with darker skin tones tend to have a "shadowing" or post-inflammatory hyperpigmentation (PIH) of the bearded area. This is caused by the ir-



Apply a professional grade, highly lubricated shaving cream. Leave the shaving cream on the skin for approximately one minute.

ritation from frequent shaving. This irritation stimulates the melanocytes to produce melanin, dropping excessive pigment into the frequently shaved area. This is also known as "razor burn," and is seen as erythema in Caucasian or lighter skin types.

Effective shaving tips for clients with PFB

The history of PFB is generally from improper shaving techniques. Shaving should always begin with the softening of the beard. This can be accomplished by using a very warm moistened towel,

wrapped barber style around the face for approximately five minutes. Another technique is the use of a soft-bristled toothbrush. By applying gentle circular motions to the bearded area, hairs attempting to re-enter the skin will be dislodged and exfoliate dead cells. Darker skin types are prone to having a compact horny layer, which prevents the penetration of ingredients in follow-up products. Next, apply a professional grade, highly lubricated shaving cream. Leave the shaving cream on the skin for approximately one minute.

continues



Chamomile extract: Has clinically proven anti-inflammatory and skin repairing properties. Also considered a bactericidal, anti-itching, soothing agent with the ability to neutralize skin irritants.

To prevent the possibility of shaving too closely, use a sharp, single-edged, foil-guarded blade. Shave in the direction of the hair growth for a maximum of two passes. Rinse residual hair from the blade with hot water after each pass. After use, sterilize the blade by rinsing off any residual hairs, and wipe it off with alcohol. Blades should be discarded after two uses.

Ingredients to avoid:

Avoid oils on skin with razor bumps. Oils can trap bacteria in the pores of the skin and cause folliculitis.

- Acetylated lanolin (synthetic)
- Cocoa butter
- Coconut oil
- Cotton seed oil
- Soybean oil
- Wheat germ oil

Best ingredients to use

Acetylsalicylic acid: Eases inflammation; reduces irritation and swelling.

Aloe vera: Hydrating, softening and healing, with anti-microbial and anti-inflammatory properties.

Bentonite: A colloidal aluminum silicate clay that absorbs excess oil; astringent properties help shrink and tighten enlarged, irritated pores.

Benzoyl peroxide: Anti-bacterial properties. Caution: May cause irritation in sensitive skins (controversial).

Bromelain: A proteolytic agent found in pineapples effectively reduces inflammation from infection.

Chamomile extract: Has clinically proven anti-inflammatory and skin repairing properties. Also considered a bactericidal, anti-itching, soothing agent with the ability to neutralize skin irritants.

Diglycerin: Properties similar to glycerin, it coats and moisturizes the damaged skin areas.

Enzymes: Speeds up the natural skin renewal process. Alleviates skin irritation and inflammation.

Glycerin: Maintains moisture and natural oils on the skin. Attracts moisture and reduces the over-drying of the skin.

Glycolic acid 2.5 pH or above: Helps dissolve desmosomes, and allows penetration of other ingredients.

Hydrocortisone: Relieves itching, dryness and inflammation.

Isopropyl alcohol: Used in many bacteria fighting products. It kills the bacteria on and under the bump to prevent infection (controversial).

Kaolin: Absorbs oil and draws impurities from the skin without removing natural oils.

Lanolin oil (natural): Has moisturizing properties with high water absorption capabilities (controversial).

Panthenol: An anti-inflammatory agent that stimulates cellular proliferation, aids in tissue repair and attracts water from the environment.

Papain: An enzyme from papaya dissolves keratin buildup.

Salicylic acid 30%, 2.5 pH or above: A keratolytic agent that helps to reduce dead cells and debris within the follicle. Also has anti-inflammatory properties.

Sodium PCA: Exists naturally in the skin and is a high-performance humectant.

Sorbitol: Absorbs moisture from the air to prevent skin dryness.

Squalene: A moisturizer and skin lubricant that helps to replenish skin lipids.

Sunflower oil: High in linoleic acids that soften and smooth the skin. Also contains lecithin and carotenoids.

Vitamin A: Increases cell turnover, helping to stimulate cell production while improving skin tone.

Zinc: Accelerates wound healing and offers protection against UV radiation. Has a synergistic effect with vitamins A and E. Helps lower sebaceous secretions. ■

Pamela Springer, a licensed educator, speaker and author, conducts monthly



Don't Be Afraid of the Dark webinars on skin management programs for darker skins. She is the product developer for Global Skin

Solutions and founder of The Skin & Makeup Institute of Arizona and the Academy of Advanced Aesthetics and Permanent Cosmetics. Springer volunteers her time as the director of NASN for Arizona. She can be reached at info@pamelaspringer.com.

skin STOPWATCH

HIGH TECH ANTI-AGING TREATMENTS

MANY OF US HAVE LONG DREAMED OF STOPPING THE clock on aging and keeping our fresh, youthful looks forever! Well, no one can honestly promise us that our looks will last "forever," but modern technology allows men and women to fight the signs of aging without having to go under the

One of the most talked about procedures involves harnessing **radiofrequency** energy for esthetic procedures.

knife. This is great news for those of us in the beauty business, because in most states estheticians, cosmetologists and cosmetic laser technicians can perform procedures that provide dramatic results without the hassle and recovery time associated with surgical procedures. These treatments utilize different laser wavelengths, light pulses and heat energy to offer proactive and reactive anti-aging treatments for clients of all ages.

BY LOUIS SILBERMAN



photo: Deklofenak/Shutterstock.com



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Fractional laser skin rejuvenation

Fractional skin rejuvenation is a great procedure that effectively reduces the appearance of wrinkles, stretch marks, acne scars and age spots. A fractional laser uses a standard beam of laser light that is split into thousands of tiny microbeams. The microbeams stimulate collagen growth in the dermis and improve skin texture without harming the skin's superficial layer. This can be used to treat skin anywhere on the body. As this is a non-ablative

treatment, clients can return to work immediately following the procedure. Typically, three to five treatments are needed to achieve the best results.

IPL Photofacial



The Intense Pulsed Light (IPL) Photofacial has become one of the most sought-after rejuvenation treatments in the skin care industry. This light-based treatment can address a wide variety of skin problems, including fine lines and age spots. Photofacials work by using an IPL device that emits a series of light beams that penetrate the skin at the deepest level, targeting unwanted skin pigmentation and stimulating collagen production to improve skin tone and texture. The procedure is non-invasive, and requires virtually no downtime. This treatment is not as strong as the Fractional Laser, but it still provides amazing results. Similar to many laser treatments, three to five treatments are required to get the best results using IPL.

Radiofrequency skin tightening



No longer does a client have to seek out a surgeon to get a "lift" in order to address the problem of sagging skin. There are noninvasive high-tech modalities that offer quick and effective solutions for sagging skin anywhere on the body. One of the most talked about procedures involves harnessing radiofrequency energy for esthetic procedures. Radiofrequency skin tightening is a procedure that sends heat into the dermal layer of the skin while the superficial layer remains protected. This treatment is effective because the controlled heat causes the skin's tissue to retract while stimulating the production of new collagen. This is a great option for clients seeking a more youthful appearance. It offers noticeable skin tightening with no downtime following the procedure. Some of the newest skin rejuvenation devices combine both laser and radiofrequency to achieve desired results.

Spider vein reduction

Recent surveys show that spider veins are a problem for more than 75 percent of women and 40 percent of men. Treatments using laser, Intense Pulsed Light (IPL) and heat energy are all options for treatment. Light-based treatments work by emitting a special wavelength of light that is only absorbed by the damaged blood vessels. The heat seals off the vein from the body's circulation and makes it inactive. Shortly after, the vein's appearance begins to fade, and the body naturally absorbs it.

Treatments using heat energy deliver a regulated high frequency current to the blood vessel, without affecting the skin's outer layers. The electric energy from the probe is converted into heat, which solidifies the blood in the damaged vessel and collapses the vessel wall. The collapsed vessel is then naturally removed by the body.

Regulations vary by state, but the industry-accepted standard in medical esthetics education is 15 days of combined classroom and clinical hands-on education.

Offering and marketing high-tech anti-aging treatments

In most states, esthetic professionals are not required to have a medical background to perform many of the popular high-tech anti-aging treatments. Comprehensive education and training are beneficial to understanding the proper techniques and safety protocols associated with these procedures. Completing a medical esthetics course is a much shorter process than becoming a licensed esthetician or cosmetologist. Regulations vary by state, but the industry-accepted standard in medical esthetics education is 15 days of combined classroom and clinical hands-on education.

Once you have received the training needed to perform these treatments, the next step is getting the word out! This is where creative marketing comes into play. There are ways to promote your services that don't rely on traditional advertising and won't break the bank.

Marketing technique #1: Facebook contests and messaging

The first step in Facebook marketing is to create a Facebook page. A Facebook page is different from your personal Facebook profile. Pages allow you to create a professional public presence on the site as a local business, company, organization or brand. Pages can be viewed by anyone, and users can "like" your page in order to receive your news feed and interact with you on Facebook. To encourage more Facebook users to "like" your page, post useful content, including beauty and skin care facts, and links to interesting blogs and articles. Your Facebook page can become your clients go-to site for skin care advice and anti-aging trends. It is also a great place to announce deals and promotions, and hold contests for free or discounted treatments. A quick Google search can turn up some great ideas for Facebook contests and instructions on how to implement them on your page.

continues

You can demonstrate the feel and anti-aging effects of a treatment on a small area to show your client how it will benefit their own skin.

Marketing technique #2: Open house/happy skin hour

For this marketing technique, take a look at how some successful network-marketing companies have built their brands—with social gatherings! Hosting an “open house” or a “meet and greet” event at your spa is a great way to introduce new clients to your services. Provide a festive atmosphere and plenty of food and drink for your guests to enjoy. Invite current clients and encourage them to bring friends. After you have given your guests a chance to mix and mingle with the spa staff, give a presentation on your new offerings. Be sure to include a live demonstration of one of the treatments.

Marketing technique #3: special occasion deals

To introduce clients to a new procedure, offer them free mini-treatments in honor of a special day. This can be a holiday, the anniversary of your business or even the first day of a new season. You can demonstrate the feel and anti-aging effects of a treatment on a small area to show your client how it will benefit their own skin.

While the Fountain of Youth may be a myth, procedures utilizing the latest technology are capable of turning back the clock and providing men and women with the younger-looking skin they want. With proper education, these procedures are simple to perform and produce noticeable results. It is an exciting time to be in the beauty industry. The development of new procedures and technologies provide you with an amazing opportunity to grow your business, build stronger client relationships and expand your earning potential. ■

Louis Silberman is president of National Laser Institute, a leading school specializing in cosmetic laser education. An expert in medical esthetics, Silberman developed the most highly respected laser training programs in North America. For more information, visit www.nlionline.com or call 800.982.6817.



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Sunday Oct. 28, 3:30 p.m. Room 115 C

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CleanSpa: A NEW KIND OF SPA

FOOT SPAS ARE THE MEDSPAS OF PODIATRY.

They are patterned after the medspas that are opened by physicians, who then hire estheticians to perform cosmetic skin care services (facials) on current patients to attract new ones. Following their example, podiatrists are hiring nail technicians to perform foot care. As with medspas, foot spas provide cosmetic-level care (pedicures) and attract new patients, but an additional focus is on safety due to potential dangers in foot care services. CleanSpa, a foot spa in Chesterfield, MO, is owned by Michael Horowitz, DPM, a podiatrist who refers his "normal" patients from his podiatry offices, Feet for Life Centers, to his foot spa next door for safe pedicures. Conversely, the spa sends clients with abnormal conditions to Dr. Horowitz for evaluation and treatment.

Dr. Horowitz pondered opening a foot spa for years. "I see many clients that have infections, and one common factor with many of them is pedicures," he explains. "So, why not send them to a spa where infection control is considered mandatory, including the use of an autoclave? Why not open my own spa?" He opened his foot spa in February, 2012 in Chesterfield, MO, a suburb of St. Louis, and it continues to grow in success. It is designed for patients with chronic illnesses who are seeking safe pedicures, and for all clients who have concerns about safety during pedicures.

Design

CleanSpa is 1,000 square feet of pure luxury, with floor to ceiling windows to bring in sunshine. It has gleaming floors, beautiful décor, and five comfortable, Italian-made spa pedicure chairs. Additionally, there are two zero gravity chairs that are especially popular with male clients. "These chairs produce perfect relaxation through weightlessness; men love that feeling, as do women," says spa director and medical nail technician (MNT) Denise Baich. "This amount of high-end luxury is rarely found in nail salons/spas, nor is the level of infection control." CleanSpa uses a medical-level autoclave for implements.

An opening between the waiting rooms of the foot spa and the practice allows spa clients to make an appointment to see the podiatrist; podiatry patients can make a spa appointment; or the podiatrist can be called to the spa to evaluate a client's feet if the results of a pedicure are questionable.

The manicure department at CleanSpa is separate from the pedicure stations. "Most nail salons put the manicure and pedicure stations close together either simply because 'it's just that way,' or to save money or square footage," says Dr. Horowitz. "We believe they must be separate because of the potential for an unknown pathogen or spore becoming airborne during filing,

continues

BY JANET MCCORMICK



allowing it to be introduced to other surfaces close by. Custom high suction extraction systems are built into the manicure tables that will remove any airborne debris and microbes and transport them to the outdoors. Separation of the services prevents unneeded cross contamination."

The CleanSpa difference

CleanSpa is different than many foot spas. "Most foot spas are a salon-licensed room within a podiatry office where a nail technician performs pedicures and other cosmetic services," Dr. Horowitz says. "That works well, but ours is a separate facility conveniently located next door to our Chesterfield Feet for Life Center. We have five nail technicians, and we are adding more as we grow."

While pampering is an important component of the services, safety is a definite area of focus at CleanSpa. "We take (on time) clients on a tour of the spa before their first service," says Baich. "During that tour, we show them the autoclave, and this gives us the opportunity to introduce our safety philosophy and to communicate that we do everything possible to keep our facility infection-free. We want them to know we are committed to keeping them safe." Horowitz and Baich feel that once clients



autoclave

know what it takes to be safe in a nail salon, they will never go elsewhere for a pedicure or other nail services. "Survival is the highest instinct in humans, and safety taps into that instinct," says Dr. Horowitz.

Aseptic techniques, the performance of services without the transfer of infection to employees or between clients, are more subtle than the message the autoclave makes. The towels are removed from the premises and washed, steamed and sterilized in a professional laundry that practices asepsis. Further, at the end of each day, the lights are turned off and the facility is scanned with black lights that illuminate fungal spores. "We go

continues



on a search and destroy mission to ensure that any fungal spores have been eliminated," says Baich. "We check the nooks and crannies, the chairs and surfaces of the spa to ensure our environmental infection control has been complete."

Dr. Horowitz's belief in the importance of aseptic techniques includes wearing gloves during every service and, when appropriate, wearing masks and eye protection. These protect technicians from infection.

Foot spas may influence change in nail salons across the country due to clients demanding higher standards of safety.



CleanSpa nail technicians

The training at CleanSpa is comprehensive and provided by the spa. Training may be on gels, gel polishes or other services, but one course the new technician must complete (or have already completed) trains them on the safety philosophy that Dr. Horowitz accepts as true. "All our technicians complete the Medical Nail Technician Program on www.mednails.com, and I provide the internship," says Horowitz. "According to the Centers for Disease Control and Prevention, over 11 percent of Americans are diabetic, and another nine percent have other chronic illnesses. Many of our clients fall into these groups and need special care by technicians who are trained in aseptic techniques and in important service precautions. This course provides that training." These technicians are trained in how to perform or not perform services on clients with chronic illnesses.

The technicians hired at CleanSpa and other foot spas must understand that they are working in a new concept of spa. "Foot spas are new, so until the concept is established, they will usually be working in a start-up business," says Baich. "They must understand this and the challenges it presents, but they must also recognize the potential of this new concept."

One difference in working in a foot spa versus a regular salon or spa is that clients treat the nail professionals differently. "The clients treat us

with a respect we never experienced elsewhere," says Alla Zumgard, MNT. "They trust us because of our additional training, and ask our opinion on their needs, although we never offer medical advice. We wear our MNT pin while we work and our certificates are up on the wall to prove our education; they like that and show us they do."

Office-based foot spas and stand-alone foot spas like CleanSpa provide nail technicians new resources for positions. But these are not technicians who want to build artificial nails and perform nail art all day (although CleanSpa does offer artificial toenails for those who need them). "These nail technicians are different. They are interested in helping people and enhance their skills to support that," Zumgard explains. "They want to do what they love in a medical setting. When interviewing them, I can always feel their passion for the position. They are special techs and the ones we want at CleanSpa."

The future of CleanSpa

Podiatrists often call Dr. Horowitz to ask questions about opening foot spas, which are very new and interesting to them. They soon learn he is passionate about the future of CleanSpa and the foot spa industry. "CleanSpa is the first of 125 foot spas across the country and is the prototype for them," he says. Dr. Horowitz also believes that foot spas may influence change in nail salons across the country due to clients demanding higher standards of safety. "They will have to step up or lose clients to foot spas," he says. "Bringing salons to aseptic technique, one by one, can only be good for the nail industry." ■

Janet McCormick is a CIDESCO Diplomat, certified medical nail technician, trainer and a former spa director and salon owner. She has written more than 400 articles for beauty industry magazines and books.

McCormick is the co-owner of Medinail Learning Center, a provider of modular online and school courses about safe techniques for nail technicians. She can be reached at janetgmccormick@aol.com or 863.273.9134.



PLANNING THE PEAK

BY DAVID SUZUKI

OPTIMIZING SKIN CARE

SINCE THE BEGINNING, MY YOUNGEST SON HAS been absolutely obsessed with baseball. Now, at age 11, he plays on three different teams. His pre-season training begins in early November, with the championship tournaments ending in late August. In short, each year he plays a 10 month season that includes over 100 games—and he would play another 100 if there were enough time to pull it off!

As with every athlete, you have to be very careful with your training strategy, and fully understand the bookends of the season to ensure that you “peak” at the right time. Peaking too early leads to burnout, or at least a very flat plateau that is mentally discouraging, especially after playing your best for the season. Planning the peak begins with

understanding and identifying the climax of the season, which is mid-June for this age of baseball players. With a

strategic, consistent and upward trajectory training program, entering the beginning of the peak in mid-June should take an athlete through August before they plateau.

Cycles of life

Everything in life is cyclical, from the weather to the calendar to the time in each day. We are truly “creatures of habit,” with the benchmarks of our day, week, month and year perpetually establishing our state of mind and forward direction. Monday signifies the beginning of a new workweek, mornings the beginning of a new day, and January 1st the beginning of a new year.

Understanding the bookends of our available time in a day, week or year is crucially important to success in all facets of our life. It allows us to plan and make dynamic decisions

photo: iStockphoto.com

that have a profound impact on our success or lack thereof. Having the ability to fully prepare for a test, an important interview, a championship sports match or a business presentation will always allow for the highest possibility of success. Does it guarantee success? Never. At the same time, managing what is within in your control minimizes the variables and maximizes the likelihood of a positive outcome for any activity that you partake in.

Peak business

Just like a little league baseball season, every business also has a “peak” time of year. Identifying this time frame, some businesses have multiple peaks throughout the year, and should always be the number one priority in your annual business planning meeting. All the calendar dynamics should be based around this time frame. During your peak time of business, you want your team to be at their optimal potential to maximize the given opportunities. This means that we do not do vacations during this time, we do not embark on menu changes at this time, and we are not hiring new team members at this time (if we can avoid it). Simply put, this is our time to “hit it out of the park!”

Although all businesses are unique, one thing that is consistent for all of us is the calendar that we use. Seasons and holidays have a profound effect on the dynamics of our year. For example, November through December is notoriously the busiest time of the year for service providers across the board. Most consumers are preparing for the holiday season, which is filled with social events where they want to look and feel their best. This time of year is also the most common season for vacation requests by team members. Understanding this challenge, discussing it with your team and embracing a solution is the way forward. Discussing this with potential new team members before they are offered a position is the most proactive way to perpetually grow a successful team and maximize your business potential during peak seasons.

Building up the peak

Once we understand the peak(s) of our year, we can put together a strategic and dynamic plan to ensure that our business and team are meticulously prepared to capture the growth opportunities when they are presented. This means that we must hire and scout new talent early in the season, giving ourselves ample time to interview, select and train new members for our team. We also must take this time to revisit our menu, services, pricing, cost of goods and the retail lines we are carrying. This is also the time to make decisions on what new skin care technology we will be adding to our repertoire for the coming year, and the dynamics of when we will obtain the equipment and applicable training. All of these decisions,

and the time when we implement them, are crucial to ensure that your business is at its peak performance at the right time. As with training an athlete, the process is perpetual, and must have a consistent and upward trajectory pace to ensure that we are building up to the peak.

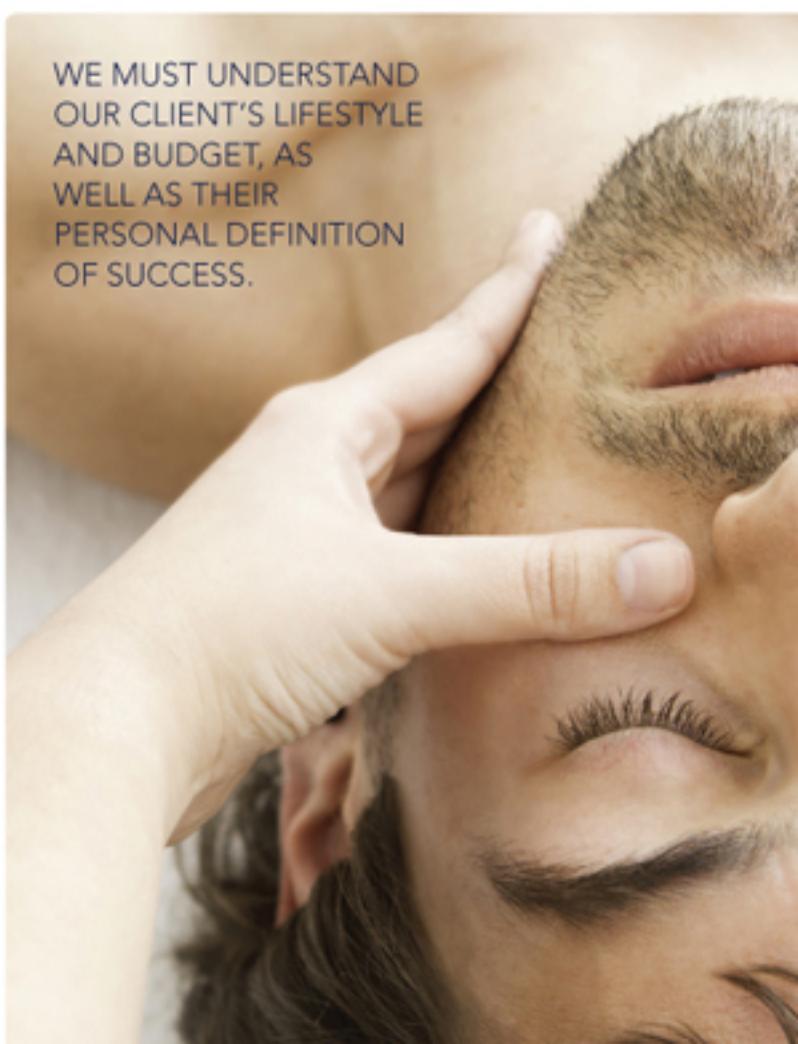
Peak skin care prescriptions

A true skin care consultation requires much more than understanding the layers of the skin, as the skin itself is only part of the equation. We must understand our client’s lifestyle and budget, as well as their personal definition of success. In short, we must understand who they are and what makes them tick. Their concerns and our concerns may be completely different. They may not know the first thing about skin care, but that does not mean that their concerns are meaningless. On the contrary, they are our clients, and our objective is to satisfy their concerns and improve their skin, all in one shot.

Understanding our client’s lifestyle gives us a snapshot of what we can expect, which they will likely be able to do from a professional service standpoint, as well as at home every morning and evening. We all have our very meticulous clients, as well as those who will only do the bare minimum.

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WE MUST UNDERSTAND OUR CLIENT’S LIFESTYLE AND BUDGET, AS WELL AS THEIR PERSONAL DEFINITION OF SUCCESS.





BUDGET IS A SCARY SUBJECT THAT I RARELY HEAR DISCUSSED DURING A CONSULTATION. DOES IT MATTER? ABSOLUTELY. IF YOUR SOLUTION IS UNAFFORDABLE FOR THE CLIENT, YOU HAVE GIVEN THEM NO SOLUTION.

We have some who have very little time, and those who seem to have nothing but time! It is our job to make sure that we create solutions that work for every client by understanding their lifestyle.

Budget is a scary subject that I rarely hear discussed during a consultation. Does it matter? Absolutely. If your solution is unaffordable for the client, you have given them no solution. If you are aware of their budget restrictions, you can spend more focal time prioritizing the absolute minimum technologies that should be used on them professionally, as well as the top key products that they should begin with when building their home skin care regimen. Just because a client does not have an endless budget does not mean that they do not want or deserve beautiful skin.

A unique definition of success

Each of us is unique and one of a kind. Hence the reason why each one of us has a unique definition of success in our mind. Our job as a skin therapist is to listen, ask and then listen some more so that we can paint our client's picture of success in detail. Once we understand how to do this, along

with our client's budget and lifestyle, we have the roadmap and directives to ensure that we are heading down the right pathway for each client's unique definition of success. This gives us the input and information needed to create our professional prescriptions and home care regimen, as well as understand the dynamics of their lives.

Peak skin care dynamics

A true consultation will provide us with a complete plan for today, next week, next month and throughout the year (yes, the year!). We need to understand everything that is going on in our client's life so that we can strategically plan to have their skin in peak condition for their most special moments. It could be a class reunion, a daughter's wedding, a son's graduation or a year-end holiday party. We need to understand as much about their life as possible, and document it accordingly. If the special event is coming up in six weeks, I want to see them a minimum of four times before the special event. Budget restrictions? I will do mini services or offer a special price for the four services to make it happen for them. This is an important event, and my job is to make them look and feel their best! I am their coach, and as such I will motivate them to take the time to make this happen with the services prescribed and the home care regimen. If you do not do this, you will surely end up with a frantic request later to squeeze them in for a last-minute service the day before the event. We have all been in this position before, and it is not a good place to be. We are good at what we do; however, we also know that great looking skin is not achieved by one facial.

Success is in the details. Having the ability to identify the peaks and dynamics of each year allows you to refine your details to an exact strategy that will champion your objectives in business and life. Identifying the peaks and dynamics of each client's life allows you to refine and detail their unique professional and home care recommendations. This will bring their skin into its peak condition at the right time so that they can look their best when it matters most. ■

David Suzuki, president of Bio-Therapeutic, Inc., has been an active licensed member of the esthetics industry for more than 18 years. He is an authority on technology and regulatory issues, including FDA submission and acquisition. Suzuki serves as an advisor to institutions and state boards, writes for numerous industry publications and journals and conducts educational seminars and classes. E-mail him at dsuzuki@bio-therapeutic.com or visit www.bio-therapeutic.com.



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SPA OF THE MONTH

VIVA DAY SPA PRACTICES
CULTURE OF CARING
VIVA DAY SPA, AUSTIN, TX

by Elizabeth Hayward

"Gentlemen, we may have gotten it wrong. Seriously. Like any guy, I have always loved the good things in life: football, Lone Star beer, muscle cars, and every Steven Seagal film, until yesterday afternoon. However, my new list reads something like this: Mazzy Star, mood lighting, and a 90 minute massage from Viva Day Spa."
— J.C., Austin, TX, posted on Yelp.com

VIVA DAY SPA IN AUSTIN, TX, WAS FOUNDED

in 2005 by three local women who firmly believed that a first class day spa could deliver the finest services for the mind, body and spirit in an environment that is warm, relaxing and most importantly, unpretentious.

Viva Day Spa's award-winning, talented therapists and relaxing environment have helped make the spa as distinct as Austin itself, a city known for its quirky amalgam of artistic, academic and technical communities, united under the pro-local business slogan: "Keep Austin Weird."

Austin's unique charm is palpable at the spa where owners Shannon Mouser, Maya Aroch and Laurie Aroch have laid the groundwork over the past eight years. Viva Day Spa's successes are regularly cited by local Austin media outlets in their "Best of" awards (see sidebar).

As the spa has grown from an eight person company to an organization that employs more than 75 people, Viva has committed itself to three core principles all along: Creating a culture of caring among its staff; providing individualized attention for every client; and delivering top notch spa experiences in an accessible and friendly environment.

A culture of caring

It makes a difference for a spa when one of the owners was a spa employee at one time. As a trained massage therapist, Shannon has lived the continues



Local media acclaim

- "Best Spa in Austin" *Austin Chronicle*, 2011 and 2012
- "Best Places to Work" *Austin Business Journal*, 2012
- "Best Day of Beauty Package" *Austin Monthly Magazine*, 2012
- "Best Manicure/Pedicure" *Austin 360*, 2012
- "Best Spa in Austin" ABC news affiliate KVUE, 2013
- "Best Massage in Austin" *Citysearch*, 2013

customer-employee relationship from both sides and knows what it's like to "be in the room." Along with Maya and Laurie, sisters who each brought in their own expertise and commitment to caring, the three Viva Divas knew that in order to attract and retain excellent employees, they would have to recruit very selectively and compensate their employees at the top end of the industry pay scale.

"Any spa can fill its walls with massage tables and foot baths, with saunas and steam treatments. It's our amazing, talented employees who make

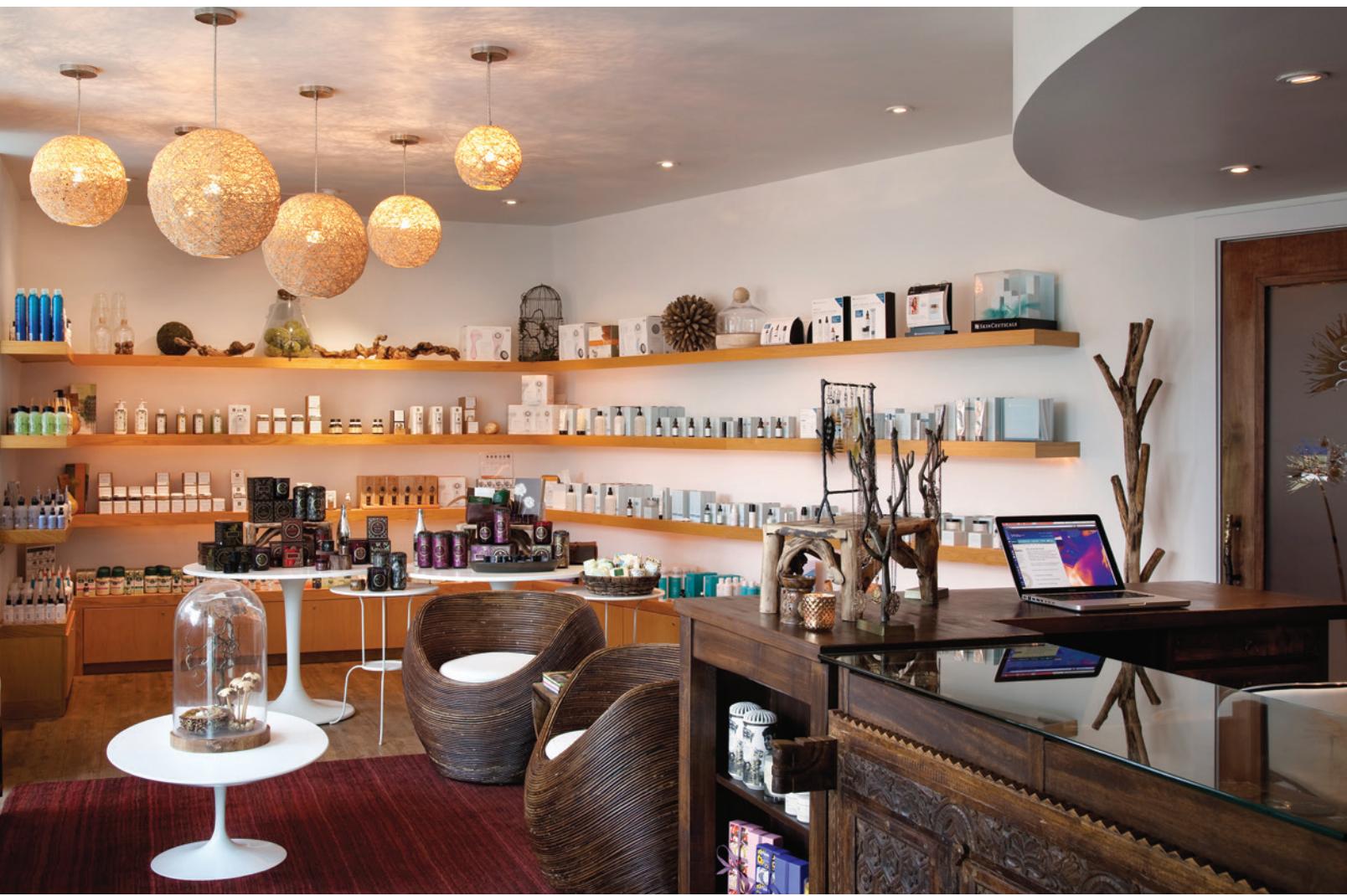
our customers' spa appointments into spa experiences," says Laurie.

"We're thankful to them for spreading the word and for helping us be recognized as one of Austin's best places to work," adds Maya.

Austin Business Journal's "Best Places to Work" award is a special source of pride for Viva because it validates their philosophy. The culture of caring that Viva demonstrates to its employees carries over into the care they demonstrate for customers. In return, customers come back regularly and actively advocate for Viva Day Spa through social media channels and word of mouth.

"What really makes the difference is the warm energy when they walk in the door," says Shannon. "It's the happiness that our staff feels. We only hire people who truly enjoy caring for others and who understand that the relationships they create with our customers are long-term. Cookie-cutter services just don't cut it here."

continues





The Viva Method

Viva employees are trained on a proprietary protocol for customer care, fondly referred to as "The Viva Method." From the very first moments of customer engagement, Viva employees focus on personalized treatment. Each client is asked for specifics about what he or she is looking for, and their spa service is customized to meet those very needs, whether it's therapeutic relief, long-term wellness, pampering or grooming services.

Over time, the customer's profile becomes both a record and a plan for their wellness and relaxation requirements. A partnership between clients and Viva develops that moves that client toward achieving his or her treatment goals. This, in turn, helps to ensure healthy growth for the spa itself.

Viva's clients have let them know they're doing things right, posting to Yelp that "it should be against the law to drive after a Viva massage," and voting Viva Austin's "Best Day Spa" for two years in a row.

Unpretentious pampering

With relaxing surroundings, innovative treatments and a talented staff, Viva Day Spa focuses on nurturing the body, invigorating the senses and relaxing the mind. Doing all of this without "getting too high on their horse," as Texans

would say, has made Viva especially successful in bridging the gender gap. Featuring a gender-neutral decor based on colors found in nature, Viva's vibe is one that both women and men are comfortable with.

"We wanted to make sure that people felt like they could walk through these doors and feel like they were a world away and without having that feel foreign, if that makes sense," says Laurie. "Relaxation is such an important part of wellness and pampering, so it needs to start even before the client begins his or her treatment."

Viva's wide selection of services, including massages, facials, manicures, pedicures and hair removal, is packaged so that each client can feel as if it was customized especially for him or her. It could be someone who's looking for "me" time; couples looking for "we" time; athletes and weekend warriors seeking therapeutic relief; groups of girlfriends interested in wine, gossip and cute sandal feet; or guys who want to feel like a million bucks after a 30-minute lunch break spa session.

"It was important to us to design great spa experiences in our packages and service offerings," says Maya. "We're not corporate cookie-cutter with our menu. And we're always introducing products and services that we think will really resonate with our clients."

continues



Marketing to men

"Spas have a reputation for fluff," says Shannon. "We're not that. Men want to know they're going to get something out of their visit; they're very results-oriented. So, when they walk into Viva, see a gender-neutral décor, and get a specialized plan fit for their specific needs, they walk out convinced."

Viva's male customers are the most likely to schedule regular visits and to book more often. Though a large majority of Viva's clients are repeat customers, women tend to view spa treatments as a special occasion, whereas men tend to book appointments at Viva as a part of a wellness maintenance routine.



"They see it as keeping up with their health," Shannon explains.

In fact, according to research, more people are visiting spas for wellness reasons, and men play an important part in this trend. "We see more and more men coming to Viva for therapeutic massage and for anti-aging skin treatments," says Maya.

Viva markets a wide variety of spa treatments designed specifically for men. With a casual tone and an emphasis on personalized treatments from professional massage therapists, Viva's "Mantastic" spa packages emphasize a guy's place in the Viva lineup of offerings.

There are a variety of popular offerings for men. The Viva Signature Massage is a 75-minute Swedish/Deep Tissue Fusion Massage designed to work out the kinks and melt away muscle tension. The complete treatment includes:

- 75-minute Swedish + Deep Tissue Fusion Massage
- Warm neck pillow
- Aromatherapy
- Hot herbal steam towel treatment on back, neck and feet
- Magic Mint Scalp Treatment

The MANdatory Spa Package is another well booked treatment. Described as "man heaven," this hour-long package was designed with guys in mind, from the muscle-melting deep tissue massage to the reflexology for tired, aching feet. It is guaranteed to tame even the manliest of men! The MANdatory Spa Package includes:

- Sauna with cool peppermint towels
- 60-minute deep tissue massage
- Hot herbal steam towel treatment
- Viva Magic Mint Scalp Treatment
- Back or foot salt scrub
- Peppermint/Ginger Express Foot Reflexology
- Green tea and chocolates

Viva's Deep Tissue Massage is a fusion of a Swedish massage and a structural massage, designed to relieve aches and pains stored in the deepest parts of the muscles. It works out knots as it alleviates stubborn tension and soreness. The complete service includes:

- A 30, 45, 60 or 90-minute deep tissue massage
- Aromatherapy
- A warm neck pillow
- A hot herbal steam towel treatment on the neck and feet

continues



Athletes get special billing in Viva's therapeutic massage offerings, with two packages specifically geared toward restoring bodies that have been taxed during sports activities.

The Runner's Relief Spa Package is designed to help flush lactic acid, aid lymphatic drainage and tackle sore muscles to reduce pain and fatigue. At the heart of this athletic experience is a brisk 60-minute arnica oil massage, with a special focus on the legs, hips and back. It is a version of Swedish massage that helps athletes or weekend warriors prepare for peak performance, prevent injuries and flush lactic acid to relieve soreness from training.

While wellness is certainly the focus for many male clients, Viva also knows how to pamper their clients. Though not marketed exclusively to men, The Royal Treatment Spa Package is a pampering package that doubles the indulgence factor, with two therapists working on a single client for two hours. Complete surrender is the only way to describe this experience. The complete package includes:

- A 60-minute Viva Shiva 4-Handed Massage
- A hot herbal steam towel treatment
- Viva Magic Mint Scalp Treatment
- Express foot reflexology treatment
- Full Body Sugar or Salt Glow with body butter
- Complimentary hot spiced chai and chocolates

The "gateway" spa package for many men who may be reticent to visit a spa on their own is the couples' massage.

"A lot of times, they'll come to Viva with their spouses for a couple's massage," says Shannon. "That's often their first visit to a spa. After that, they're usually hooked." The Delicious Duet is Viva's most popular spa package with couples—whether clients book with a friend or someone special. This Vivalicious package is a combo of detoxifying and rejuvenating Swedish massage, body treatments, warm sugar foot scrubs and more.

After massages, hair removal and facials are Viva's most popular spa treatments among male clients. Manicures and pedicures are also frequently booked by men. Men "really see these services as a part of their grooming, not just as specialty services," says Shannon. "They want to look good."

Hair removal services include male Brazilians and waxing for backs, ears, noses and chests. At Viva, most guys prefer to have their eyebrows tweezed rather than shaped with waxing.

The MANDatory Facial, marketed for "that handsome hunk," is a guy-centric facial that combines deep pore cleansers, exfoliators and masks strong enough for a man, mixed with male-strength serums and moisturizers to leave the male client's skin purged of impurities and looking youthful. Hot steam towels, extractions and a relaxing neck and shoulder massage round out the experience—which is great for treating ingrown hair. The MANDatory Facial includes:

- A 60-minute MANDatory Facial
- An expert skin analysis
- A warm neck pillow
- Extractions
- Relaxing neck and shoulder massage
- The Express Viva Manicure & Pedicure for Men delivers a quick fix for fingers and toes. This package starts things off with the Express Manicure Treatment, 30 minutes of pampering that includes a warm hand soak, nail shaping, cuticle care, buffing and a warm cream hand massage. It finishes with Viva's 45-minute Express Pedicure Treatment, including a whirlpool footbath, nail shaping, cuticle care, basic foot filing and a moisturizing foot and calf massage.

"A lot of our male customers are booking regular appointments during their lunch breaks," says Maya. "It allows them to get away without going away."

About Viva

Viva's spa services deliver the utmost in relaxation and rejuvenation, along with both the classic and latest cutting-edge techniques in massage, skin care and other spa services. Premium natural and organic products are featured to help nurture the body, relax the mind and invigorate the senses.

Viva Day Spa has two Austin locations: Viva Day Spa on 35th at 1811 West 35th St., Austin, TX, 78703 and Viva Day Spa on Lamar at 215 South Lamar Blvd., Austin, TX, 78704. ■

For more information about Viva Day Spa, visit their website at www.vivadayspa.com.

Elizabeth Hayward is a freelance writer and a designer of useful innovations. She holds a master's degree in English. She has a great love for Austin, TX, Viva Day Spa and the Viva Divas. Hayward looks forward to her next opportunity to share stories with others about Viva's culture of caring.

luminous **BODY TREATMENTS** *for the New Year!*

BY NICOLE ROUSE

NEW SKIN, NEW YOU

THE BEST AND MOST BEAUTIFUL things in the world cannot be seen or even touched. They must be felt. Imagine your mind drifting away to serenity while your body inhales the aromas of the calming and detoxifying splendors, discovering a renewed self, revitalized, regenerated and fully soothed. This is the experience we want to create for each and every guest that has a treatment in our spa.

To begin a body treatment, you must incorporate exfoliation as part of each service. Not only will you increase the benefits of the treatment, it is a great add-on service to any menu to increase revenue and results!

Exfoliating is an integral part of the spa treatment. Techniques may vary, but the purpose of exfoliation is important. First, it rids the skin's surface of any dirt or oil

residue, and rubs off the uppermost layer of dead skin cells. Second, it prepares the skin for subsequent treatments. Removal of the dead cells enables the skin to effectively absorb or react to products used in treatments that follow the exfoliation process.

In the dead of winter, our skin is dry, dull and in need of major hydration. We often moisturize, but our skin needs more

continues

Photo: Michaela Sgattonello.com





Combine two cups of manuka honey and four cups of plain, full fat yogurt to condition and add ultimate moisture to skin.

attention and key ingredients to get that luminous glow back! Here are some treatments to add to your service menu for the New Year!

Honey and yogurt wrap

30 minutes \$90-\$120

Give your clients' skin a mini vacation with this ultra-nourishing wrap. Revive winter skin using shea butter to hydrate and sugar to micro-polish and shed dead cells. This is your exfoliant. Start the treatment with your client lying face up, and apply ingredients to feet, working upward with gentle strokes. Leave this on to seal in all the hydrating ingredients. Combine two cups of manuka honey and four cups of plain, full fat yogurt to condition and add ultimate moisture to skin. Apply it all over the body. Avoid nonfat yogurt, as you want to maintain the wrap's hydrating properties. Finish by wrapping the body for 15 minutes with a plastic sheet and one blanket. While the client is resting, give them a therapeutic neck massage for ultimate relaxation. Apply warm towels afterward to remove excess residue. Finish by adding a moisturizing body cream.

Arabica coffee treatment

30 minutes \$75-\$100

Do you want to help your clients combat cellulite? We all know the great benefits of coffee and how it awakens us, but are you familiar with the benefits of applying finely ground coffee to the skin? Educate your client on the results of this unique treatment.

Because cellulite is one of the hardest types of fats to dissolve in the body, it is important to use key ingredients. Cellulite is an accumulation of old fat cell clusters that solidify and harden as the surrounding tissue loses its elasticity. Combine the following natural key ingredients, and your clients won't need to make an appointment for liposuction!

Caffeine is an active ingredient in combating cellulite. When applied to your client, it causes skin microcirculation and helps decrease the appearance of cellulite while firming, toning and detoxifying the body. Combine six drops of the recommended essential oils with one cup of coffee grounds to boost the benefits. Apply the blended exfoliant one tablespoon at a time using a gloved exfoliation mitt.

Tangerine, orange and lemon essential oils actually help reduce fat cells. Grapefruit essential oil is fat-dissolving and also detoxifies. Juniper, patchouli and rosemary help with fluid retention, while cypress enhances circulation to support the elimination of fatty deposits. Use circular motions in targeted areas, or all over the body to exfoliate

and detoxify. Rinse off and apply coconut oil for ideal results. Coconut oil is lightweight, does not stain treatment sheets and adds hydration to skin.

Bora Bora sensorial seaweed body treatment

60 minutes \$120-\$200

Take your senses on a journey with this treatment. Seaweed is exceptionally beneficial as a quick way to remineralize the body and replenish it with nutrients and elements lost on a daily basis. The molecular formation of the human blood cell and that of seawater is similar, enabling nutrients from the seawater to easily filter through the pores of the skin and directly into the bloodstream. Take 8 oz of dried or powdered seaweed and add enough warm water to make a paste. Add two drops of vanilla essence and two drops of coconut essence to your seaweed treatment for major hydration, while whisking your senses away to the beaches of Bora Bora. Have your client relax in a heated wrap for 20 minutes. While they are relaxing, add on a stimulating and hydrating scalp treatment with the additional leftover product!

Your clients love this add-on, and it will add major moisture to their hair and scalp. Remember, it is best to never leave your client unattended during any treatment! Slowly unwrap and immerse them in a warm hydrotherapy bath with 10 drops of neroli oil for a tranquilizing, slightly hypnotic experience. If the bath is not possible, simply follow with a moisturizing treatment.

Remember these key tips to achieve the ultimate glow. Recommend that your client replenish the body's fluids after each treatment. When they book their appointment, advise them that they can intensify the effects of the treatment and raise their body's temperature by sipping hot herbal tea before the service. Note that all body treatments work best in a series of four to six services ■

Nicole Rouse is a medical esthetician with more than 17 years of experience. She is currently a strategic development consultant at CosMedix, working closely with dermatologists, plastic surgeons and medi-spas to help them grow their businesses. Rouse has worked with top companies and retailers on all sides of the beauty industry, which has helped her to learn and inspire others.



THE FRONT DESK

A CLIENT'S FIRST IMPRESSION IS THE MOST IMPORTANT—**MAKE IT COUNT!**

WHAT AREA OF YOUR BUSINESS HAS THE greatest impact on your growth? The answer is your reputation and your bottom line. A client's first impression of your business is crucial for success. Everyone who calls or visits interacts with the front desk. This is where it all begins—or in some situations, ends.

Think of the saying: "It takes 30 seconds to make a first impression." Stop for a moment and reflect upon how you are greeted when you call your spa or walk through the door. Is this how you want a client to be treated? Has your team been trained to follow proper customer service protocols?

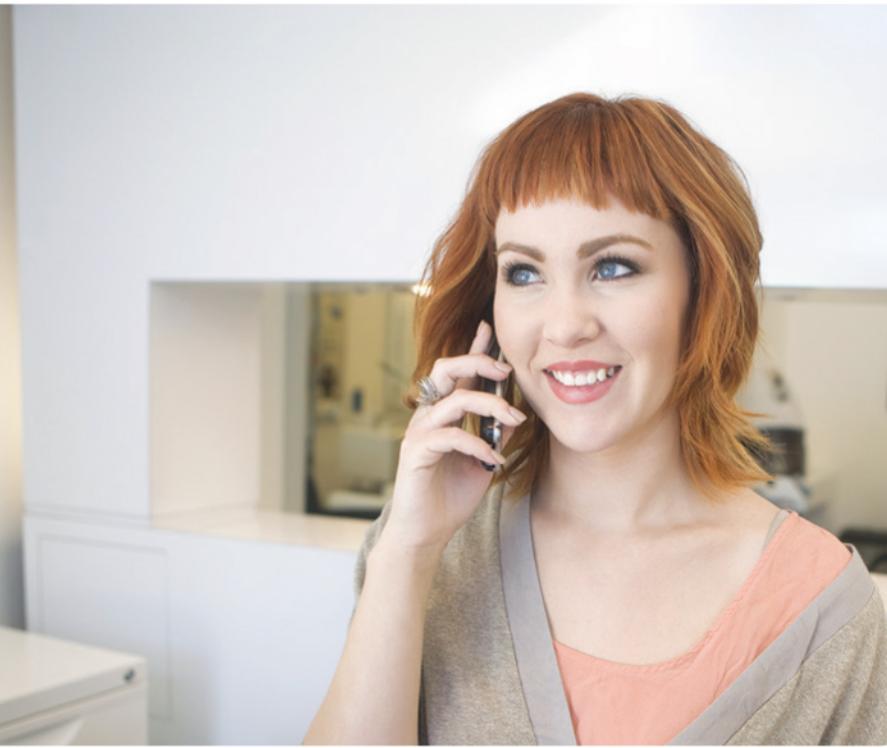
The front desk handles an array of physical, psychological and emotional transactions on a daily basis. Conversations will transpire that you may never be aware of. These interactions are often instrumental in forming client perception.

continues

BY DAWN TARDIF



photo: bikendrlondon /Shutterstock.com



WHY IS A NATURAL SPA A GOOD CHOICE? HOW IS YOUR FRONT DESK COMMUNICATING YOUR VISION OF A NATURAL SPA?

HOW WOULD YOUR FRONT DESK HANDLE THE FOLLOWING QUESTIONS?

- Why should I choose an organic spa?
- I heard that you are a holistic spa. How is that different from the other spas I have been to?
- Your advertisement uses the term "all natural." What does that mean?

How do we teach our team to handle all the different questions that may arise?

Many of the questions clients ask you are universal, while others may catch you off guard. Your client's first impression of your business may be flawed if you have not taken the time to prepare your team. Creating a script of your services for the front desk team is a common practice, but designing a script to handle unexpected questions can create distinction. Carefully written scripts can be impressive and loaded with pertinent information.

The word "natural" implies safety. Organic implies health. Arsenic is natural, however this does not mean it is safe or healthy. There are many compounds found in nature that are technically considered natural and organic, but may cause harm. So why is a natural spa a good choice? How is your front desk communicating your vision of a natural spa?

A key element to successfully answering any question from a client is to lead with the power of three.

The power of three

Explain to your client what is important, and three key elements of your mission statement.

HERE ARE SOME GUIDELINES TO CREATE A SCRIPT FOR YOUR NATURAL OR ORGANIC SPA:

1 A simple mission statement provides your front desk staff with key information they need. This helps them answer client questions in an engaging way, and entices them to reserve an appointment. A mission statement should clearly state the company's goals.

2 When discussing product lines, always start with one that adheres to your mission statement. For example, if one of your unique selling points is that you carry products manufactured with a conscience, then do not lead with a product line manufactured with fillers.

3 Now look at yourself in the mirror. Do you think your appearance reflects the company's mission statement? Part of having a strong concept is to see the results reflected in your team. If the person delivering information is unclear about what your company represents, you may wish to align them with your company mission. The way people present themselves through appearance and voice is one of the most important aspects of initial impressions. These images have a lasting impact upon clients.

It is better to try to avoid problems in the first place rather than try to fix them once they arise. When the front desk is properly trained, it removes the stress from a situation and creates a positive client interaction.

By aligning your staff with the mission statement of the company, you allow your team to share the business' story with passion. They will answer any questions as if they were delivered from your own voice. When we prepare and plan ahead, we allow magic to happen.

The phone is ringing! Do you have confidence that your message will be delivered in the way you envision? ■

Dawn Tardif is the founder of BodiScience Holistic Spa in Beverly, MA. She works in the fashion and retail industry and has been featured on radio and television outlets. Tardif is well educated in Ayurveda and traditional Chinese medicine and holds degrees from the International Ayurvedic Institute and Bentley College.

SPA OF THE MONTH

GULF COAST GETAWAY
SANDAVA SPA
CLEARWATER, FL

by Jo Ann Fenstermacher



NESTLED BETWEEN THE GULF OF MEXICO and the intercoastal waterways on the West coast of Florida, the Sandava Spa at the Hyatt Regency Clearwater Beach Resort and Spa beckons. Undeniably the most luxurious and inviting resort on Clearwater Beach, the hotel is a popular destination choice for special occasions and tourists. The spa is designed with the casual elegance of a beach resort. From the black beta fish living in the spa lobby to the eight treatment rooms, the Sandava Spa represents the best of modern technologies and the power of the human touch.

continues



Guests of the spa are welcome to use all amenities offered at the resort. From complimentary valet parking to a genuine welcome from the spa concierge, Sandava Spa provides a journey that awakens the mind, body and soul.

The Hyatt Regency Clearwater Beach Resort and Spa opened in February 2010, and is rated by AAA as a Four Diamond property. Furnished in a classic, yet contemporary West Indies style, the resort offers 250 guest room suites. Color schemes range from light brown, pink turquoise and blue. No matter where one is in the resort and spa, they are reminded of the allure of Clearwater Beach.

Sandava Spa, located on the seventh floor of the resort, is 7,000 square feet and includes two body treatment rooms, one couples' room and five all purpose rooms. Manicures and pedicures are performed while guests relax on a warm hydrologic massage table. Resort guests may request in-room services when privacy is desired. There is also a 24-hour fitness facility where visitors can view the beach during their workout.

Guests of the spa are welcome to use all amenities offered at the resort. From complimentary valet parking to a genuine welcome from the spa concierge, Sandava Spa provides a journey that awakens the mind, body and soul.

A two-story waterfall and floor to ceiling windows in the waiting room offer a crystal-clear view of the pristine intercoastal waterways, the perfect scenery to put spa-goers in the right

continues





state of mind before treatments. The release of negative ions from the constant flow of the water seduces guests into a state of reflection, producing feelings of relaxation and calm.

Spa guests are then formally greeted with a smile and escorted to their suite for treatment. In the corner of every suite is a small tabletop Zen garden, filled with sand from the beach, a rake and three intentions. In this garden, every grain of sand has meaning. The rake helps clients calm their mind and focus on one of three intentions that they can select.



INTENTIONS AND MEANINGS

- **Activate:** Detoxify and energize
- **Nurture:** Correct and protect
- **Inspire:** Beautify and enlighten

These intentions help give the mind direction and the service a purpose. In addition, this awareness increases clarity and focus on the present.

Before any treatment, guests are asked questions about what they want to accomplish in the treatment, such as:

- **"How can we design the service for you?"**
- **"How much time do you have?"**
- **"Where are you from?"**

The answers to these questions are tailored to the intention selected by the guest.

The Sandava Spa offers a combination of organic and technology-based facial treatments:

Oxygen power

The **Premium Oxygen Facial (75 minutes, \$250)** is a perfect choice for the weary traveler, stressed out bride or anyone needing a temporary lift
continues

The resort has been given four green keys by the Green Key Eco-Rating Program.

for the evening. Pressurized, medical-grade oxygen is sprayed onto the surface of the skin. This heightens the absorption of hyaluronic acid, which firms the skin.

Fruity facial

The organic **Blueberry Bliss Facial (30/60/90 minutes, \$75/\$125/\$175)** feeds the skin with antioxidants and gives off sweet aromas. This inspiring treatment leaves skin bright, fresh and nourished.



Sandava Spa practices

- Treatments range from \$45 to \$205, and packages from \$370 to \$490.
- An 18 percent gratuity is automatically included with every service.
- Plans are underway to add a full-service salon above the spa to enhance services and expand the treatment menu.
- Compensation programs for therapists, including "retail to sales" and skin care brand incentive contests, where employees can win a variety of prizes.
- Has a partnership with a medical spa. Sandava Spa offers injectable services at a satellite location for hotel guests and locals.
- The ratio of hotel guests to locals visiting Sandava Spa is 60 to 40.
- The spa uses local publications, direct mail, social media and monthly promotional

- specials through email, and holds special events to attract visitors. One such event is The Sugar Sand Festival, which takes place right on the beach.
- Clients must adhere to an eight-hour cancellation policy.
- Cell phones are not allowed in waiting areas or treatment rooms. Guests are requested to silence or turn off their phones, even in the locker rooms.
- Treatment menus are updated once a year, however monthly specials are offered to test drive new products and services.
- Massages are the most requested type of service at Sandava Spa.

Signature treatment

The signature **Endless Wave Massage treatment (60 minutes, \$145)** is not a traditional massage. It is more like a dance that incorporates sea algae oil and long, full-body strokes. The marine, mineral-rich oil softens and nourishes the skin and delivers calmness to the mind. During the massage, the therapist performs a dance while concentrating on an energy field. The Endless Wave Massage offers the perfect combination of energy and bodywork.

Spa guests may arrive 30 minutes before their treatment to change into a robe and enjoy delightful spa snacks. Freshly squeezed juices, fruits, nuts and baked goods are just some of the complimentary treats that are served throughout the day. Guests also have access to the swimming pool, which overlooks the white powdered sand of Clearwater Beach. Fully air-conditioned poolside cabanas are available for rent as well. Upon completion of a spa treatment, guests are encouraged to relax in a lounge chair and enjoy the refreshments.

Business principles

1. Community involvement

The resort has been given four green keys by the Green Key Eco-Rating Program. Green Key Global is a leading environmental certification continues



Currently, 25 percent of Sandava's guests are men and 75 percent are women. Men are receiving spa services more frequently, so careful attention must be given to the spa menu to make them comfortable.

body designed specifically for the lodging and meeting industries. To be recognized, Hyatt met standards for the following sustainable practices:

- Energy conservation
- Water conservation
- Solid waste management
- Hazardous waste management
- Indoor air quality
- Community outreach
- Building infrastructure
- Land use
- Environmental management

2. BEACH PRESERVATION

Sandava Spa also adheres to the Blue Wave Ethics principles for beaches. This is the first national environmental certification available for beaches. The spa is certified by the program, designed to help maintain robust, healthy and vibrant beaches.

3. EMPLOYEE DEVELOPMENT

Every year, spa therapists are given an allowance to complete personal enrichment courses, such as continuing education classes.

Business challenges

1. APPEALING TO DIFFERENT AGE GROUPS

The average age range of guests is 25 to 60. Mothers treating their daughters to a day at the spa is a growing trend. Therefore there is a need to balance the spa menu with both anti-aging facials and teen facials.

continues



The resort's dedication to enhancing the Clearwater Beach community is evident in its business practices. From recognizing and developing staff to pledging to keep the waters of the Gulf Coast clean, this commitment is indisputable.

S E S H A
SKIN THERAPY

The Post-Treatment Line

with PET™ delivery technology



The difference is in the delivery.

Sesha Skin Therapy's newest innovation—**The Post Treatment Line**—delivers key wound-healing oxygen, award winning calming agents and powerful antioxidants through our proprietary penetration technology.

After laser treatment, chemical peels and aggressive aesthetic treatments, the Post Treatment Line aids in recovery by calming and soothing irritated skin, preventing hyper-pigmentation, and speeding up the healing process.

The solution for post-treatment recovery and sensitive skin.

PET™ is a patented, FDA-approved, non-toxic, non-irritating and non-allergenic penetration enhancer which works by increasing the solubility of the active ingredients and also increasing the permeability of the skin, thus enabling the active ingredients to reach the deepest layers of the skin.

2. UPGRADING MEN'S SERVICES

Currently, 25 percent of Sandava's guests are men and 75 percent are women. Men are receiving spa services more frequently, so careful attention must be given to the spa menu to make them comfortable.

The Hyatt's devotion to every guest, spa therapist and surrounding community is commendable. The Hyatt makes it a priority to care for the environment and its employees. The resort's dedication to enhancing the Clearwater Beach community is evident in its business practices. From recognizing and developing staff to pledging to keep the waters of the Gulf Coast clean, this commitment is indisputable. Managers at Sandava Spa are always looking to the future and figuring out ways to make things better for the community and its employees. ■

Jo Ann Fenstermacher is a CIDESCO Diplomat, licensed massage therapist and full specialist in the state of Florida. She is currently a spa educator at the Aveda Institute of Tampa Bay. Fenstermacher finds tranquility in travel, spas and writing. Contact her at spaeducator@nym.hush.com.



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Say you saw it in LNE & Spa and circle #271 on reader service card

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images: Shutterstock.com

SPA MARKETING IS BOTH AN ART AND A SCIENCE.

Now more than ever, spa owners and directors must embrace technology and be creative and nimble. Read on to find out how the "best of class spa marketers" are acquiring new clients and securing their loyalty for life.

1. They sell memberships

Memberships are the best way to encourage repeat business. "For a small fee upfront, our guests enjoy huge discounts every day," says Angela Cortright of Spa Gregorie's. "It keeps them loyal, and contributes to additional services and retail purchases."

"Soulstice Spa's wellness membership program offers customers an excellent way to make massage therapy a regular habit," says founder Kayse Gehret. "Members receive special rates and early VIP notification on specials and events."

We are thrilled with our membership program, because we create habits, frequency of visits and loyalty," says Blanca Caballero of Avant Gard Spa. "Once they sign up for a membership, we are guaranteed a visit every 30 days!"

2. They embrace email

"Email blasts generate the most responses for us," says Kaffee Keldie of Kaffee's Garden Spa. "A couple times a year—in slow times—I have 'cut to the bone' offers that are emailed to clients and advertised with signage at our front desk."

Drew Patrick Salon and G2O and Emerge Spa have great success with Constant Contact® e-newsletters. "We offer educational information and expertise on a variety of wellness topics, rather than trying to sell them 'the special of the day,'" says Corinne O'Hara with Drew Patrick. But beware of fatiguing your email lists with automated programs. "Many of our clients opted out of getting automated emails—they felt it was enough already," says Keldie.

3. They utilize marketing software

Managing free marketing outlets like email and social media networks requires a significant time investment and expertise

to drive worthwhile results. That is where marketing software options can be a lifesaver. Preston Wynne takes advantage of Demandforce and Locbox. "The promotions we're doing with Locbox are a great way to beat Groupon at their own game," says Borgman. Ambience Day Spa takes advantage of the marketing tools available through their service management platform. "We sell gift cards from Facebook, Twitter and our web page," says King. "Eblasts and newsletters, confirmations, thank yous and surveys."

Technology aside, there is no substitute for the human element in a spa. "At Drew Patrick, our best marketing strategy is treating each guest as a VIP and providing them with exceptional service and an unforgettable experience ... " - Corinne O'Hara

4. They generate exciting promotions, events and contests

Savvy spa marketers are getting creative with events and contests. "Community-based contests allow us to cross-market with other small businesses and receive press attention," says Gehret.

Spa Gregorie's ran a Facebook raffle where fans posted about their favorite service for a chance to win a free treatment and two tickets to the Grand Opening VIP party for their new location. "We had over 85 fans post, share and like us," says Cortright.

G2O and Emerge Spa host an annual "spaliday," partnering with vendors and local restaurants. "We offer 25 percent off gift card purchases and 20 percent off retail purchases," says Christina Gallardo. Drew Patrick hosts Ladies Night Out events, where women come in groups or alone to enjoy a night of refreshments and surprises.

continues

BY NANCY GRIFFIN

Spa Gregorie's is growing a new generation of spa-goers by reaching out to Girl Scout groups, offering free teen skin care clinics.

5. They partner with like-minded businesses

Partnering with businesses that share the same type of clients is truly a win-win. One great example is The Setai Spa, partnering with cleansing company Joulebody.

"I worked closely with Yvette Rose, founder of Joulebody, to create a partnership where we could share our like-minded ideas about health and wellness with our clients," says Amanda Wells. "Our treatment director analyzed the Joulebody menu to create a detoxifying experience using ginger, mint and seaweed. We merged our client databases and offered a special price for clients purchasing the Setai Slimming and Toning Therapy and Joulebody Three-Day Spa Cleanse package."

MARKETING RESOURCES

Constant Contact	constancontact.com
Demandforce	demandforce.com
HootSuite	hootsuite.com
Locbox	locbox.com
Mailchimp	mailchimp.com
North Social	northsocial.com
Reach Local	reachlocal.com
SpaBoom	spaboom.com
Vocus	vocus.com

6. They make their clients feel like family

Technology aside, there is no substitute for the human element in a spa. "At Drew Patrick, our best marketing strategy is treating each guest as a VIP and providing them with exceptional service and an unforgettable experience, from the time they book their treatments until they walk out the door," says O'Hara. "There is still superior ROI in delivering great service in person to guests in the spa," says Borgman. We help the guest immediately feel like a member of our family."

7. They become an integral part of the community

The newly-opened Velvet Beauty Studio in Corona Del Mar, CA has grown business, working closely with the local Chamber of Commerce and schools. Preston Wynne Spa invites local hair stylists, realtors, servers and concierges in for free treatments.

Avant Gard offers their spa facilities for charity events. "If they send out a newsletter to their group that they can spa on a certain day, we will donate 10 percent of gross revenue to their cause," says Caballero. Spa Gregorie's is growing a new generation of spa-goers by reaching out to Girl Scout groups, offering free teen skin care clinics.

Conclusion

So what's the moral of this marketing story? Even the smartest marketing tactics are ineffective if you don't first engage and retain clients inside the spa. Nail your operating strategy and service delivery, then go forth and market! ■

A special thank you to the following spa directors, owners and marketing directors for sharing their best marketing practices:

- Criswell Abel, owner of Velvet Beauty Studio
velvetbeautystudio.com
- Peggy Borgman, owner of Preston Wynne Spa
prestonwynne.com
- Blanca Caballero, owner of Avant Gard Day Spa
avantspa.com
- Angela Cortright, owner of Spa Gregorie's
spagregories.com
- Christina Gallardo, director of marketing and advertising for G2O Spa and Salon and EMERGE Spa
g2ospasalon.com, emergespasalon.com
- Kayse Gehret, owner of Soulstice Spa
soulsticespa.com
- Kaffee Keldie, owner of Kaffee's Garden Spa
kaffeesgardenspa.com
- Nancy King, owner/spa director of Ambience Day Spa at Barona Resort & Casino
ambiencedayspa.com
- Corinne O'Hara, marketing director of Drew Patrick Spa
drewpatrickspa.com
- Amanda Wells, spa director of The Setai Wall Street
setaiclubnewyork.com

Nancy Griffin is author of the blog spasmart.com and principal of Contento Marketing. Committed to spa industry education and marketing for more than 20 years, Griffin founded the online spa community SpaTrade and SpaExec. Griffin has a master's degree in hospitality management from Cornell University. She is a founding board member of UC Irvine's Spa & Hospitality Management Program and the Advanced Spa Therapy Education Certification Council (ASTECC).



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