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AMERICAN EDITION

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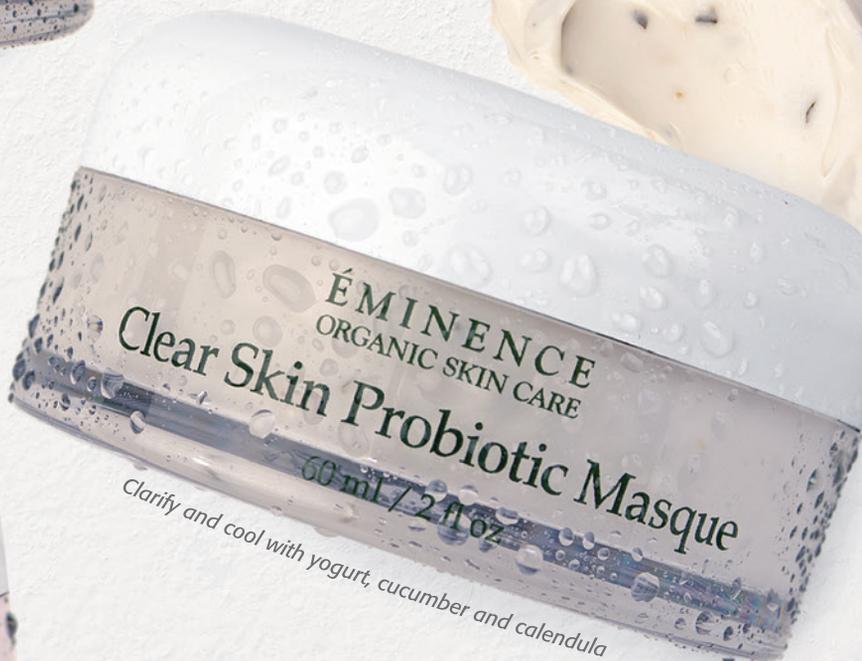


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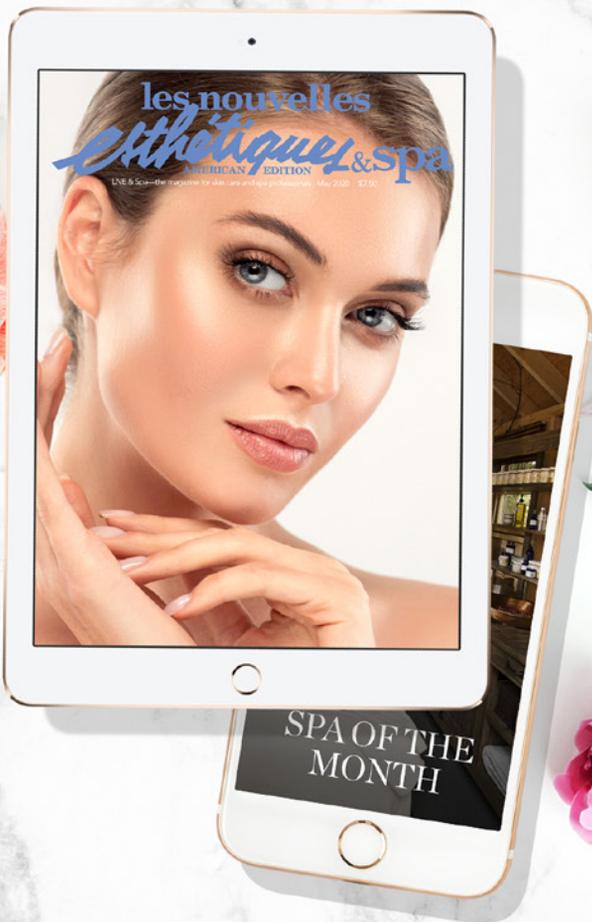


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# FROM THE EDITOR

2021 is officially here! I am so excited for another year at LNE & Spa, and I can't wait to meet all of you at this year's Congress. From the latest in skincare & spa trends to informative business tips, every issue of LNE & Spa will empower you to be the best professional you can be so that you can take your business to new heights.

It can be easy to get comfortable and fall behind, so it is important to always stay up to date on what's new and relevant in our industry. I am so excited for you to learn from the most influential leaders in the industry and broaden your horizons as a beauty professional this year.

This month we're talking about a new trend we will be seeing a lot in 2021 - ingestibles in skincare. We will also explore the benefits of face yoga and how integrating fun, new practices like it in your spa can intrigue new clientele wanting to try something new.

If you're updating your spa decor, we'll show you how to create a gender-neutral space that doesn't deter away male clients. Are you looking for ways to better unify your team? Learn how to host an effective team meeting and how vital company communication is in our Team Building Guide!

The new year is always an exciting time to create new goals and resolutions! Whether you are looking for a refresher or want to learn something new, I am always providing you with high-value content to keep you fresh and motivated all year long!

**Cheers to what's to come!**

*Samantha Garcia*

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# contents

- 4 From the Editor
- 49 Advertiser Index

skin



- 10 Calm the Perfect Skin Storm
- 12 Collagen Supplements
- 14 Skin News

## 10 Calm the Perfect Skin Storm

guide



- 34 Effective Team Meetings
- 36 Creating a United Spa Team
- 38 Spa Bundles Photoshoot

## 33 Team Building Guide

spa



- 16 Spa of the Month
- 20 Gender-Neutral Design
- 22 Spa News

## 16 Spa of the Month

o&w



- 42 Face Yoga
- 45 Organic & Wellness News

## 42 Face Yoga

business



- 24 Spa Menu Marketing
- 26 No Money? No Problem
- 28 Beauty Bulletin
- 30 Business News
- 32 #esty2esty

## 24 Spa Menu Marketing

image



- 46 Makeup Kit 101
- 48 Image News

## 48 Makeup Kit 101



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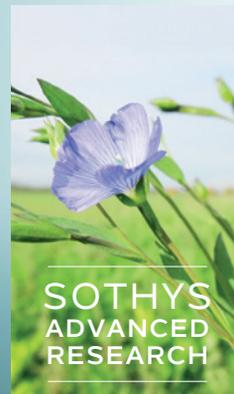
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# CALM THE PERFECT SKIN STORM

by **Phyllis Hsieh**

Understanding the nature of skin problems is the start of eradicating the ever-looming threat. What exactly causes the variety of problems that plague the skin? There are a number of factors such as stress, environment and weather that can irritate and inflame skin. Reactions can vary from light irritation to redness, skin dryness, to larger issues such as rosacea and skin peeling. Inflamed skin can be made worse by using the wrong products. The perfect storm of stress factors, such as anxiety mixed with stress can further exacerbate any skin issue.

**STRESS**

When anxiety kicks in, the body's stress response can go into overdrive. This can affect the nervous system and cause sensory symptoms like burning or itching of the skin, with or without visible signs. These sensations can begin anywhere on the skin, including arms, legs, face, and even on the scalp. Clients today may be feeling overwhelmed personally or professionally or both. As a licensed esthetician, it is important to be sympathetic. This is a good time to suggest other spa services such as yoga, meditation, nutrition and dietary consultation, massage or Tai Chi along with a comprehensive skincare plan.

Stress can trigger outbreaks of:

- Eczema
- Psoriasis
- Acne
- Rosacea
- Hives
- Seborrheic dermatitis

Offer soothing and hydrating facials along with homecare products to support the health of the skin. Use key calming and hydrating ingredients such as: Cucumber Extract, Green Tea Extract, Emu oil, Chamomile Extract, Cucurbitaceae and Sodium Hyaluronate - a natural compound in the body that binds to water to hydrate the skin.

**ENVIRONMENT**

UV rays, blue light or HEV (High Energy Visible), and air pollution can cause fine lines and wrinkles, sagging, and dark spots. Clients may not realize that whether they are inside or outside, skin is affected by the environment. From UV rays to blue light and pollution, all of these environmental factors work by creating oxidative damage in the skin, which breaks down collagen and may damage the barrier function of the skin. Many people now spend their waking hours staring at screens, especially with more and more working from home. Blue light or visible light



*There are a number of factors such as stress, environment, and weather that can irritate and inflame the skin.*



is one potential skin aging factor. Blue light lies on the visible light spectrum. It is high-energy wavelength light that comes from computer screens and cell phones. A damaged barrier makes the skin more prone to the effects of UV damage.

Replenishing the skin with essential nutrients and topical antioxidants such as vitamin C and vitamin E will assist in reducing the damaging effects of blue light. A diet rich in antioxidants can also be effective. Daily application of sunscreen with physical blockers with titanium dioxide and zinc oxide reflect light rays to offer broad protection against UV and high-energy visible light.

**WEATHER**

Extremes in weather can exacerbate existing skin conditions or even create new ones, so it is crucial to understand how climate changes can affect the skin. Whether it is cold and dry or hot and humid, the weather can cause everything from acne breakouts to itchy patches. Cooler temperatures mean low humidity, which dries out the skin. Bitter cold wind can strip moisture from exposed skin. One may assume that maskne would only appear during the summer months. With the constant friction against the skin, PPE can cause irritation. Maskne can happen in any season. Recommend to the client a non-drying sanitizing spray to spritz the skin underneath the PPE that they may be wearing.

Cold autumn/winter weather can cause skin dryness and result in flaky and irritated skin. Very cold temperatures coupled with low humidity and

strong winds robs the skin of moisture. Central heating doesn't help hydration, as indoor hot air is low in moisture and causes the skin to be dry. Even relaxing in front of the fireplace or a long soak in a tub and a hot shower can cause overall dryness or conditions like eczema. A simple recommendation for your clients is to keep a humidifier on during cooler months to add moisture back into the air. Often clients will stop using facial exfoliants and body scrubs during colder months. A gentle exfoliant will assist in removing dead skin cells and flakes on dry elbows or other affected areas of the body.

The perfect storm of some or all of these skin-stressing factors is facing many of your clients today, unexpectedly. The best advice is to be prepared for this with ingredients and science in the skin treatments and products you recommend. Even discussing this in relation to their home care routine will help. Skin awareness is your job, and the client is already busy with their day job. A little reminder about skin stress and options can go a long way in building their skin and a healthy esthetic relationship with your client. ■



**Phyllis Hsieh** is the President of Sessa Skin Therapy. She is a nurse, esthetician, cosmetic formulator and industry veteran

with over thirty years of experience. Dedicated to ingredient and product penetration technology, Phyllis is leading the industry in developing cutting edge products to meet each and every skincare need.



# COLLAGEN SUPPLEMENTS

## Boosting natural collagen and revenue through nutricosmetics

by Priscilla Alden B

Collagen supplements are hot right now. They're touted as good for your hair, nails, joints, and skin – with good reason. Collagen is the most abundant protein in the body, and supplementation can help boost levels that may be waning due to aging or other factors. The professional beauty market has recognized the importance of collagen for some time, especially as it relates to skin.

Today, there are a multitude of choices for “ingestible” products to support collagen for healthier skin. Let's take a look and learn more about the role collagen plays and factors to consider for integrating collagen products as an incremental revenue source for your practice.

### WHAT EXACTLY IS COLLAGEN AND WHAT DOES IT DO?

Collagen is a protein that makes up the structural matrix of connective tissues throughout the body, including skin, cartilage, bones, tendons, and even organs. Collagen helps tissues resist stretching or pulling forces, which is important for many of the body's functions, from firm and youthful skin to wound healing.

Your body can make its own collagen, but it requires special building blocks called amino acids. Some amino acids can be made by the body,

but others must come from diet and are called essential amino acids. The amino acids that are used to build collagen are conditional amino acids such as arginine, proline and glutamine to name a few. These amino acids can be synthesized by the body under normal conditions but may need to come from diet or supplementation, especially when your body is under stress.

### **BOOSTING COLLAGEN FROM THE INSIDE-OUT**

There are generally three basic ways to provide your body with a collagen boost: ingestible dietary collagen in pill form or powder, dietary such as protein rich foods, or give your body the ingredients it needs to create more collagen on its own.

### **COLLAGEN FROM DIET AND SUPPLEMENTATION**

Collagen can be found in the connective tissues of animals, like the bones, hooves, and hides, as well as nerve tissue. The problem is dietary collagen cannot be absorbed by the body in its whole form, so it needs to be hydrolyzed, this is a process that breaks down collagen into more digestible pieces. There can be a few issues with this. You see, your body is going to break down collagen like any other protein, into its building blocks. The human body is very efficient and prioritizes its needs. Once those building blocks are available, they may, or may not go back towards replenishing collagen. In fact, they likely won't. Your body is going to use them for what it needs most right that minute.

There are different qualities in the types of collagen. For example, marine collagen breaks down at low temperatures, which limits its effectiveness.

### **SUPPORT THE BODY'S NATURAL COLLAGEN PRODUCTION**

This way, we provide it with everything it needs, for example, vitamin C, an important antioxidant for skin care, is also a necessary cofactor in collagen



synthesis. Without it, the process simply can't happen. Other important nutrients include zinc, and folate. Folate (vitamin B9) is essential for collagen production. Folate occurs naturally in foods, while folic acid is the synthetic form of folate. It's important to ensure your diet includes B9 in the form of folate. Folate 5-MTHF has an advantage over synthetic folic acid because 40% of women carry gene variants which limits the benefits of a synthetic, this primarily due to absorption into a usable form.

### **INCORPORATING COLLAGEN "NUTRITION" INTO A BUSINESS PRACTICE**

"Science and medical research will continue to create next generation ingredient technology, this will change the way we approach multiple skin issues" states Kelli Anderson, CEO of California Skincare Supply to the esthetician, aesthetic, medical-spa, and dermatology beauty markets. This illustrates the importance of an ongoing education to the business of skincare.

As business owners, we have an opportunity to offer educational information through the relationships we have developed with our clients. Beauty nutrition and this new and exciting sub-category called nutricosmetics are the latest trends and are here to stay. A savvy business practice with retail skincare products can now incorporate high quality nutricosmetic supplements ("ingestibles") to the retail mix. This is a win-win, as you help a client with skin health, and overall wellness

while building an incremental revenue stream for the business. ■

#### **LAST WORD**

Here are some important take-away points:

- Collagen is essential for skin, hair, muscle, and joint health, wound healing and athletic recovery.
- Your body can create collagen, but it must have the required amino acids and micronutrients to do the job.
- There are differences between collagen sources, diet, and feeding your body what it needs to make its own collagen.

**Priscilla Alden B.** is an accomplished executive with a corporate and entrepreneurial background in consumer product goods. Her experience and passion from building a specialty-natural foods business led to the importance of nutrition for beauty and health. After a decade of research and study of nitric oxide for beauty and health benefits, she started Ultimate Beauty Health, a nutricosmetic supplement company with a mission to help people feel and look better, younger, and more vital rejuvenation.

# Skin NEWS

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[bionresearch.com](http://bionresearch.com)



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[shunlyskincare.com](http://shunlyskincare.com)



# 3

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# ÂME SPA & WELLNESS COLLECTIVE

A new era in modern wellness

by **Samantha Garcia**



A premier facility for health and wellness, âme Spa & Wellness Collective features a full-service spa and beauty salon, a 3,600 square-foot fitness center, and the Center For Integrative Medicine & Holistic Rejuvenation. The spa is located in Miami, FL, at JW Marriott Miami Turnberry Resort & Spa. Guests can experience various spa and wellness services, from a rejuvenating collection of facials to therapeutic and detoxifying therapies such as lymphatic drainage and gua sha. Fitness is also a top priority at âme, offering a wide range of fitness classes from yoga and cycling to Zumba and aerobics. We caught up with Spa Director Kadir Marrero to walk us through the experience.

"One can begin the day on the third floor, enjoying one of our very popular indoor fitness classes before venturing down to the second floor to relax and begin the journey through our famous 'Wellness Circuit', which prepares your body to receive the maximum benefits of our spa treatments. The Aroma Steam Room, the Himalayan Salt Suite, and the Signature Swiss Shower will prepare your muscles to achieve the best healing results during your service. Last stop is the salon located on the first floor, where our nail technicians and senior hair stylists will leave you ready to walk the red carpet," he says.

### **THE SIGNATURE TREATMENT**

The spa's most popular treatment is the Thai Muscle Recovery (80 minutes, \$257). "It is an ancient therapy dating back to the XIV century, once reserved for royalty and Thai warriors returning from battle, to release tension and melt aches and pains away," says Marrero.

Traditional Thai poultices filled with healing herbs and soaked in warm oil are used to massage and soothe pain and relieve tension. The therapist uses a combination of pressure points, and Thai Massage stretches in a customized massage to boost the immune system while balancing the body energetically to induce a calm mental state.

As if the treatment itself wasn't enough to ease the body, the massage tables are some of the world's most luxurious GHARIENI spa tables. "You can customize your experience with your choice of color therapy. The quartz table adds the benefits

of hot sand therapy, and the water mattresses on the Amphibia tables make them the most comfortable massage tables in the world," explains Marrero.

The spa offers an array of luxurious facial and body treatments from SOTHYS, BABOR, and NATURA BISSÉ, as well as non-traditional treatments such as the Cyro Facelift, 24K Gold Face Rejuvenation, and teeth whitening.

### **THE CENTER FOR INTEGRATIVE MEDICINE & HOLISTIC REJUVENATION**

Vladimir Turovskiy, DOM, and Holistic Therapist Elaine Kroytor CLT provide âme Spa & Wellness Collective with an extensive health program through Oriental techniques and European traditions. Guests can achieve optimal health through nutritional programs and several other integrative medical solutions, such as Advanced Acupuncture, Bio-Puncture, and Clinical Hypnotherapy. These services offer solutions for pain, weight loss, stress relief, and smoking.

### **MARKETING**

When it comes to marketing, the spa focuses on two different consumers. Paid advertising efforts are directed towards the spa's local audience by showcasing compelling offers that set it apart from its competition. All communication channels, including email, newsletters, and digital boards, are directed to in-house guests to showcase every offering and experience, from fitness promotions to the latest treatments. Despite marketing efforts, a memorable experience and result-driven services are what keep guests coming back. "I focus on creating experiences. People are buying experiences rather than things, and health and longevity are becoming more important," says Marrero.

### **TRAINING**

Every employee at âme Spa & Wellness Collective is hand-selected by Spa Director Kadir Marrero and the hiring team. "We look for people that are authentic, cultured, and have the drive to create lasting memories for our guests," says Marrero. Training for service providers consists of standard operating procedures, service protocols, and product knowledge. This includes the



benefits and contraindications of every service on the menu.

Before working with their first guest, service providers must pass a test with a lead therapist. "This is the only way to create expertise and to deliver highly personalized experiences," says Marrero. Each employee has a yearly evaluation discussing their achievements, progression, and goals for the coming year. "I listen to them. They have the answers we are desperately looking for," he says.

**SPECIAL EVENTS AND PROMOTION**

There is always something to celebrate at the âme Spa & Wellness Collective. The spa is hosts unique offerings to appeal to guests and locals, whether it be celebrating the Holidays, National Healthy Skin Month, or honoring veterans. Fitness is taken to a whole other level with a night of sweat and socials held at 6:30 pm every fourth Wednesday of the month. Starting off with a 3-mile run, the night ends with complimentary drinks, wellness shots, cookies, and surfing on the Tidal Cove's FlowRider, a fun, water attraction at the JW Marriot.

**REVENUE AND RETAIL**

âme Spa & Wellness Collective partners with DR BABOR AND SOTHYS, both international skincare lines headquartered in South Florida. "Having their training center in Miami allows my team to have incredible support and training," he says. Spa therapists are trained to understand each product's benefits to encourage guests to use them at home. These products are also used in several treatments so guests can experience them for themselves. The spa also creates initiatives like "Gift with the purchase of a service" to promote the products further. ■

**Rundown**

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**Spa Director Spotlight**

Spa Director Kadir Marrero, has opened and operated world-renowned spas including Mandarin Oriental New York, Canyon Ranch Miami Beach and the Forbes Five Star St. Regis Bal Harbour. He is results oriented with a strong understanding of the Forbes standards, menu creation, signature service development, marketing, budgeting, operations and the overall guest experience. Marrero is passionate and dedicated with a personal commitment to ensuring delivery of an authentic and quality-driven spa and wellness experience.

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# GENDER NEUTRAL DESIGN

Creating an inclusive space & experience at the spa

by **Marconi Rodas**

What can I do to attract male clients? What can I do to elevate my client experience? How can I get raving reviews? If you've ever asked yourself any (or all) of these questions, then it may be time to go back to basics and revisit the aesthetic of the workplace itself. The answer? Create a place where everyone feels welcomed and comfortable with a gender-neutral design.

What are gender-neutral spaces and designs? This concept tackles the bias and aesthetic of typical spas or skincare studios. These spaces are designed to banish any hints of bias towards a particular gender. Typically, spas may be splashed with pink and other pastels, even a floral accent wall. Now insert the male client. He may feel out of place and on edge - probably unwilling to come back. Or maybe a space is harsh and completely sterile in esthetic, there too someone may feel uncomfortable. This outdated concept allows subtle gender discrimination to go unnoticed.

A gender-neutral space is needed to ensure these designs will not favor one gender over another and force rigid gender energy on clients. As a result, this concept enables all clients to feel safe and comfortable in their surrounding environments and wanting to come back. Trying to balance a space that satisfies both of these perspectives can appear difficult, however, with these tips, you can absolutely achieve this vision.

### 1 GO NEUTRAL & MINIMAL

You may not always realize how important treating a wall is but it will set the stage for the entire space. Whether it's wallpaper or a space for tasteful wall art, wall treatments can create an ambiance that transcends genders. Think with a neutral color palette in mind – white, beige, brown, cream, even black. The beiges and browns will add great warmth to a space and can really soften or breakup any existing harshness. Also, keep in mind not to clutter wall space for a more minimal aesthetic. This will help achieve the look of sophistication and order. No one wants to go to a clustered and messy establishment, especially one meant to relax them.

### 2 MIX MATERIALS

A neutral palette doesn't mean it has to be boring – play around with materials!

“*These spaces are designed to banish any hints of bias towards a particular gender.*”

Dark metal, light woods, textural fabrics, and greenery with plants. With all of these different combinations of materials and textures, a space becomes more dynamic, cozy, and well put together but doesn't lean towards one side or the other in terms of gender. Although neutral tones are great, a space can still remain gender-neutral with clever bursts of color through accents that are on brand with your business. This can be in the form of wall art, lamps or even chairs.

### 3 LIGHTING, MUSIC & SCENTS

Often unclaimed real estate, the atmosphere in a space can really appeal to the senses. Different levels of light can soften a space and make it feel inviting. If the ceiling height allows, a simplistic light fixture draped over any space can act as a classic centerpiece that everyone can enjoy.

An easy and affordable option to create the ultimate space is through what clients hear, and can set the tone for the visit. Choosing soft music over fast paced runway music will instantly relax anyone entering your spa. Enjoying the sounds of jazz or tranquil instrumentals will put anyone at ease. Same goes for a beautiful fragrance! The first thing anyone will notice is what they smell when they walk into your business, so make sure it's a great first impression. Diffuse luxury scents through your lobbies, communal areas, and treatment rooms. Mix floral scents with more woody tones to create the perfect gender-neutral ambiance. This touch will improve the whole 'customer experience' and it's been shown to increase loyalty and brand awareness.

### 4 SERVICE MENU & RETAIL DISPLAY

Though many spas offer specific “Men's Facials”, its only putting a limit on what a male client may feel they can receive and, in some cases, even maybe perceived as offensive. Instead, create a completely customizable menu of services and use the term “treatments” rather than “facials” so it's not so intimidating. Remember to simplify - in this way no one feels left out, forgotten, or limited. The same goes for any retail products or items on display. Less is definitely more! Display retail without any distractions or unneeded items. For example: Maybe you have an ocean theme for your business – avoid displaying seashells with your retail, that's what a dynamic color is for. Keep it clean and simple.

Creating a welcoming space for everyone with a gender-neutral space is key to a truly successful business, especially for a service-based industry like Esthetics. When dressing a spa practice, consider using a neutral color scheme with pops of color while keeping a minimal approach in mind. Incorporating some of these tip and tricks may help elevate your practice to the next level in a much-needed way. ■



Licensed Esthetician and owner of **Marconi Castle** Skincare, Marconi Rodas has become one of Boston's most sought after

facialists. Since his arrival in the industry, his reputation as a skincare expert has exploded - landing his hands on Hollywood's top actresses. With training in countries like France and Australia, Marconi has designed his treatments to stand out in a world of enhancements and quick fixes, inspired by his own skin struggles.

# Spa NEWS

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NEWS

# 1

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Discover the Equipro self-tanning spray concept, also known as Soladerm, to take advantage of the sun and obtain a radiant and safe tan. This unit is your best ally against the up-coming cold season.

 (877) 324-2226 or [equipro-bty.com](http://equipro-bty.com)

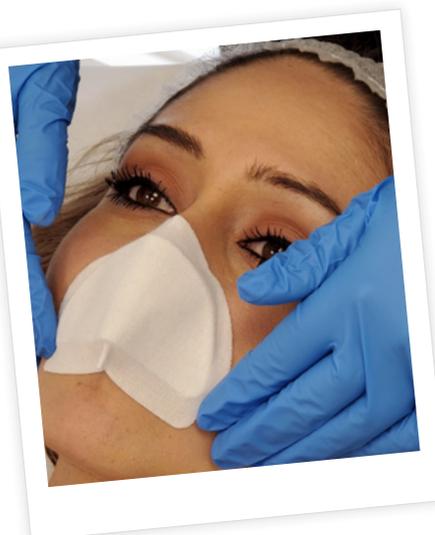


# 2

## **Collagen Peptide Serum from Le Mieux**

This concentrated, creamy serum is a potent blend of skin-firming and lifting peptides, moisture-binding hyaluronic acid, nourishing ceramides, and marine algae extract that improve the appearance of sagging facial contours.

 [lemieuxpro.com](http://lemieuxpro.com)



# 3

## **Ageless Stem Cell & Peptide Mask from Dermaplane Pro**

Promote DNA repair, inhibit the breakdown of collagen & elastin, and reduce sagging while improving firmness and elasticity. This luxurious treatment contains a powerful combination of actives and antioxidants to leave the skin soft, smooth, and hydrated.

 [dermaplanepro.com](http://dermaplanepro.com)



# 4

## **Spidertech Breathable, Strapless Face Masks for Spas**

Unfortunately, traditional face masks aren't ideal for facial services, which has caused many spas to stop performing facials. Spidertech, an industry leader in innovative kinesiology tape products for more than 10 years, recently launched a solution: The Spa Mask. These masks take up minimal space, and are perfectly designed to make customers calm, relaxed, and safe during their treatments.

 [spidertech.com](http://spidertech.com)



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# Spa Menu Marketing

The digital menu as a  
powerful marketing tool

*by* **Louis Silberman**

Remember printed newspapers, magazines, and catalogs? Well, they're still very much around but these days, many people prefer to do their reading and shopping online. With that in mind, how is your spa menu looking these days? Is it time to digitize?

## ADVANTAGES OF A DIGITAL MENU

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The first benefit that comes to mind is COVID-related because during a pandemic, nobody wants to physically touch anything that others have touched. Some restaurants are adapting to this by converting their menus to QR codes that can be scanned by customers' smart phones or tablets. If you're tech-savvy (or know someone who is), you can do this, too. If not, perhaps an easier way to digitize is to simply add your menu to your website and social media pages. If you have a Yelp or other crowd-sourced review page, be sure to add your menu there as well.

Another advantage of a digital menu is that you can provide opportunities for viewers to click through for special deals and discounts. For example, when summer is around the corner, you can link your laser hair removal description to a half-price treatment package—just in time for bikini season. You can do the same for the holidays. And the best part of having a digital menu is that you don't have to spend a

lot of extra time or money printing new menus every time you make a change. Changes can be made in practically no time, at no additional cost.

## OTHER PLACES TO MARKET YOUR MENU

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If your business has a lobby area, one of the best places to display your menu is on a flat-screen television. Even better, use the TV as a digital picture frame to showcase rotating pictures of your menu, service providers, treatments, client testimonials (with their permission, of course), and on-going specials. Your client may have booked an appointment for a facial, but while she's waiting for her treatment to begin and sees you have an incredible (limited time only) deal on anti-aging laser treatments, she's very likely to be interested. And the best part is, your advertising to her costs you nothing!

## SUMMARY

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Creating a digital menu is one of the quickest, easiest, and most powerful marketing tools available today. Choose colors, wording, and graphics that tie in with your logo, spa colors, and brand. Change it frequently so that it never looks stale or dated. With this simple addition to your marketing arsenal, you're on the way to the top. ■



### Louis "The Laser Guy"

Silberman is CEO of National Laser Institute, a national cosmetic laser and medical esthetic training center founded seventeen years ago, and owns medical spas in Scottsdale and Dallas. He's the author of *Make It Happen Online* and a motivational marketing speaker. Silberman created the sixth most visited health/beauty website and was a semi-finalist for the Ernst & Young Entrepreneur of the Year Award 2014. Contact him at [louis@nationallaserinstitute.com](mailto:louis@nationallaserinstitute.com) and follow him on Instagram at [@louisthelaserguy](https://www.instagram.com/louisthelaserguy).





# NO MONEY? NO PROBLEM

## Free marketing ideas for your spa business

by **Louis Silberman**

If you think marketing requires a lot of your time and money—or, hiring someone to do it for you—I've got good news for you! There are so many ways to get the word out about your business, none of which will cost you a dime. Let's dive in!

## EMAILS, TEXTS, AND SOCIAL MEDIA POSTS

Sending out regular communication about your services, specials, and events via email, text, and social media posts is one of the best ways to stay in front of your customers. Clever wording and eye-catching pictures/graphics will ensure you stand out.

## CULTIVATING YOUR EXISTING CLIENT BASE

Use what's already in front of you: your existing clients. These folks already like and trust you, so don't be shy. Tell them about a new product or treatment that you and other clients are loving, make them a can't-refuse-offer on a series of treatments, or invite them to a special event you're hosting (and ask them to bring a friend). The more the merrier!

## CUSTOMER REVIEWS

Generally speaking, people enjoy helping other people. Asking new and existing customers for a glowing customer review on sites such as Yelp! and Google should be an integral part of your everyday marketing repertoire. Most customers will gladly help you boost your biz for nothing in return, but if you throw in a little incentive (maybe a free add-on treatment for any referrals received from a review), you may get an even more enthusiastic response.

## BECOME A YOUTUBE REGULAR

Publishing regular short videos of yourself, your co-workers, your treatments in progress, and before-and-after shots allows viewers to easily associate a face and voice with your business. Not only that, but videos can be very helpful in establishing you as an expert in your field.

## CONTENT IS KING

Writing your own content for your website is important for a few reasons:

1 Google likes fresh content as far as search rankings go.

2 Linking your content to your social media pages increases your exposure.

3 It gives you a chance to let your customers know more about you, your personality, your hobbies, and your passions—and the more interested they are in you, the more interested they will be in your business.

## DARE TO BE DIFFERENT

One of the things I always stress to students in my marketing classes is that they have to find a way to stand out from the crowd. Let's say you move to a new city and are looking for a new hairstylist. You Google it and get about 100 stylists: Who are you going to choose?

If #1-99 of those stylists have the same cookie-cutter websites, with the same stock photos, and the same dreary marketing copy—but #100 has a slick website with beautiful photos of actual clients, and a YouTube channel with witty videos that showcase his/her humor and passion for what they do—wouldn't you choose #100? I know I would. Whether you're the funny facialist with the thick New Jersey accent or the one who posts the most intriguing photos on Instagram, or the one who is the expert on extractions and performs them at no additional charge—dare to be different. Let your personality shine in all of your marketing efforts. Let the

world know you have something to offer that no one else does.

## SUMMARY

No money for marketing? No problem! Use the suggestions in this article and you'll be well on your way to success. But remember—always start with a written plan of action, and always track results. Decide in advance how often you will send out communications, post on social media, etc. And it's always a good idea (and free!) to ask friends and family for feedback on your marketing endeavors. ■



### Louis "The Laser Guy"

Silberman is CEO of National Laser Institute, a national cosmetic laser and medical esthetic training center founded seventeen years ago, and owns medical spas in Scottsdale and Dallas. He's the author of Make It Happen Online and a motivational marketing speaker. Silberman created the sixth most visited health/beauty website and was a semi-finalist for the Ernst & Young Entrepreneur of the Year Award 2014. Contact him at [louis@nationallaserinstitute.com](mailto:louis@nationallaserinstitute.com) and follow him on Instagram at [@louisthelaserguy](https://www.instagram.com/louisthelaserguy).





# BEAUTY BULLETIN BOARD

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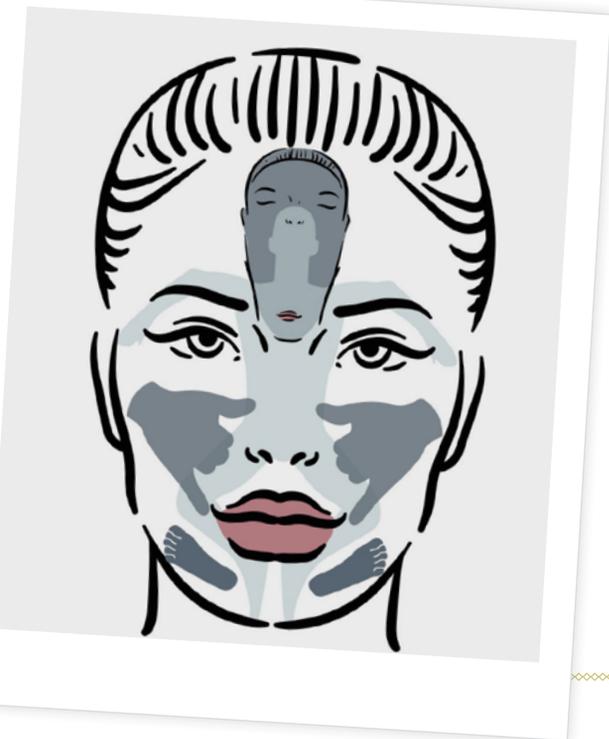


## **BEAUTY CJB SECRETS PROFESSIONAL WORKSHOPS BY CECILY BRADEN**

Cecily Braden will be hosting two workshops this month, the Thai Herbal Poultice Full-Body Massage happening January 10 - January 18, 2021 and 3-Day Gua Sha Facial Fusion happening January 17 - January 19, 2021 online. Register today to secure your spot!

 [beautysecretus.com/events](https://beautysecretus.com/events)





### **FIVE ELEMENTS FACIAL REFLEX THERAPY SELF-PACED ONLINE COURSE**

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[📄 jackievanruler.mykajabi.com/course](https://jackievanruler.mykajabi.com/course)

### **UNIVERSAL COMPANIES OFFERING FREE EDUCATION COURSES AS WELL AS CEUS**

From sanitation workshops to ways to modify your menu, Universal Companies offers plenty of free courses to elevate your business. Explore continuing education courses, including brow lamination and oncology education.

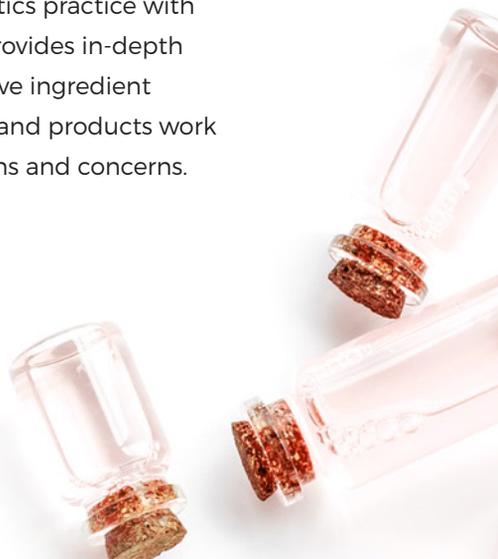
[📄 my.ucolearning.com](https://my.ucolearning.com)



### **THE GLYMED PLUS AWARD WINNING 4-DAY EMPOWERING AESTHETICS COURSE**

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[📄 glymedplus.io](https://glymedplus.io)



# Business NEWS

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Azure Botanics launches a NEW 100 percent pure, natural and certified, full-spectrum hemp extract CBD & botanical luxury products for your beauty, health, and wellness. These potent, professionally formulated products, that are certified pure, produce real results for anti-aging, pain, and relaxation.

[azurebotanics.com](http://azurebotanics.com)



# 2

## **BABOR Announces BABOR Breaking Boundaries Scholarship**

BABOR, a global leader in professional skincare, will be funding four BIPOC (Black, Indigenous, and People of Color) esthetics scholarships administered by the non-profit Beauty Changes Lives for students interested in pursuing careers within the professional beauty industry. These full-tuition scholarships will be applied to programs beginning in Spring 2021.

[beautychangeslives.org](http://beautychangeslives.org)



# 3

## **Wisconsin Spa Offers Free Facials and Skincare Kits to Healthcare Workers**

Lakeshore Skin and Body in Marquette, WI provided free facials and at-home self-care kits for frontline workers. Facials for Healthcare Heroes is a campaign that provides medical staff with a free hydra-facial and self-care kits funded through donations from the staff and the community.

[lakeshoreskinandbody.com](http://lakeshoreskinandbody.com)



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# #esty2esty **ON INSTAGRAM**

See what the @estheticianedit duo has been up to this month!



• Every Client is VIP! Learn how magic touches in your treatments can elevate the client experience in a EE blog post by Grace Schnindler.



• 2021 Spa & Wellness Trends right now on the blog! Find out what spa treatments will be HOT this year.

Happy New Year from Esthetician Edit! We've been having SO much fun checking out the latest skincare & spa trends for 2021, and can't wait to share more content with you all this year! Our ICES Digital Destination has been a smash, showcasing the most influential names in the industry, including Celebrity Facialist Joanna Vargas and Brow Queen Kelley Baker. It's just a taste of all of the amazing education we plan to bring you this year! For more inspo and business advice, make sure you follow our blog on [blog.lneonline.com](http://blog.lneonline.com).



• What are your favorite beauty tools? Here are the perfect tools for your treatment room and for your clients to use at home.



• Enjoyed Cecily Braden's article on Gua Sha stones and edges!? Marketing Mika experienced the benefits of Gua Sha at Sana Skin Studio in Miami, FL.

Are you a #girlboss esthetician? Esthetician Edit is a community just for you! Connect with the latest generation of skin care powerhouses by following our #esty2esty chronicles! Every month, we sit down with estheticians who are making a name for themselves! Message @estheticianedit on Instagram to be featured!

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**EDIT** by les nouvelles  
esthéticiennes de spa

A group of hands is shown assembling several interlocking puzzle pieces. The pieces are in shades of yellow, orange, and red. The background is a blurred city skyline at night with lights. The overall tone is warm and collaborative.

# *Team Building*

## *Guide*

Better together



# EFFECTIVE TEAM MEETINGS

by **Rob Cass**

Every month, spas are working hard to stay close, communicate, and work as a team around the nation. Despite best intentions, often bringing the team together to share, learn, and gain support is inconsistent at best and non-existent at worst.

Team meetings are imperative to support each other, maintain accountability for goals, and make progress for the team members and the businesses. Now that we all agree team meetings are a non-negotiable let's discuss how to have really effective team meetings.

## **SCHEDULE**

Schedule your monthly team meetings on the same day of every month, for example, the first Monday of the month or any other day you choose. When your team knows when to anticipate their meetings, it helps them to prepare and plan.

## **STRUCTURE**

Structure each of your topics using the 'Hamburger' method. All the meat goes in the middle, surrounded by the lighter 'Buns.' The first layer of the Hamburger celebrates success and company initiatives. Discussing positive topics first helps them, so they do not see it as a punishment meeting. Discussions around "big wins" for the month help boost morale and build a winning attitude based on teamwork. The second layer is the 'meat,' and it gets into the nitty-gritty of the topic you are discussing. This is where you point out the things that need improvement and explain where challenges and growth lie.

The third and top-most layer is a smooth-rounded 'bun.' You'll need to end the meeting with constructive feedback and always, always, with positive reinforcement and encouragement. Everyone should leave the session feeling optimistic.



The Hamburger method is implemented several times during a meeting. It is implemented within each topic that you discuss and wherever constructive criticism is required.

The key for you as a leader is to conduct an organized and professional meeting. Here are some tips:

- Make meetings mandatory and have a staff attendance sheet. Have this tie into their performance appraisals at some point. Some team members may work at other places or have a very restricted schedule. If they cannot be there in person, try to schedule it to join in virtually.

- Have an outline set of all the topics of discussions.

- Stay focused on the topic and control the amount of feedback, bringing the conversation back to focus when they veer off on tangents. Nothing is more frustrating to the team than feeling they wasted their time on a meeting if it does not relate to them.

- Leave time for questions and answers.

- Post minutes or email all meetings after and have absentee employees sign off on the minutes.

- Keep a binder with all the meeting minutes to help you keep track of what you have discussed. This also allows you to keep the staff on track of what they have been informed of.

- Be energetic.

- Try to have snacks or drinks when appropriate.

Depending on the progress and current state of your business, meeting topics will vary month to month. However, having a general outline is recommended, and your staple topics can include:

*Team meetings are imperative to support each other, maintain accountability for goals, and make progress for the team members and the businesses.*

### FINANCIAL PERFORMANCE

- Identify how the team did the past month in services and retail and compare it to last year. Use percentages and not real dollars to identify an increase or decrease.

- Reveal top sellers, personal bests, record performances.

### HUMAN RESOURCES

- Who is new, who is gone?

- Anything else related to the people on the team.

- Never direct sharp criticism solely at any one team member. That must be reserved for private reviews.

### OPERATIONS

- What is going on from an operational point of view?

- Streamlining purchasing activities and deliveries.

- Ensuring products and services meet customer quality expectations.

- Software and operating systems – are there any issues?

### SALES & MARKETING

- Always includes something about home care and what the coming marketing focus will be.

- Get them engaged, ask them what they want to see or have seen.

- Start a sales challenge or goal that they all get some input into.

### ROUND TABLE

- Anyone talks about anything they want if it impacts the whole or majority of the team.

- Allowing your team to shape some of the conversations will provide you with a better understanding of what is working and where improvements are needed.

However long your meeting is scheduled, plan to end them on time. Be efficient. As a leader, you're an example of the importance of respecting everyone's time. Bottom line, meetings are a necessary part of keeping a team together. Be prepared, make it efficient, make it valuable, and your team will appreciate your efforts in creating a positive work environment with everyone on the same page. ■



**Rob Cass** CEO, Spaformation

Need help bringing some creativity into your spa business? Contact Spaformation today!

[www.spaformation.com](http://www.spaformation.com) or reach out at

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[www.instagram.com/rob\\_cass](http://www.instagram.com/rob_cass)



# CREATING A UNITED SPA TEAM

How communication can  
cement or divide a team

by **Julie Cass**

In today's environment, communication and how we communicate has become even more crucial for any business. As leaders in the wellness world, this is your time to shine and do what you do best. Show compassion and support your team. Vanessa Van Edwards, the founder of The Science of People, describes communication as "the bridge between people." And with fear and uncertainty at an all-time high in today's world, it's your duty to remind your staff that they're not alone and create a safe space for them.

Good communication is the difference between a trusted and respected leader with team members who love to work for them and a leader who is struggling with team morale, motivation, and retention.

Teams have become fractured in the past year. As businesses have been forced to close for unknown periods of time, staff still fear job stability and company viability.

This is where communication can help. When there is a lack of interaction and open discussion, there is an increase in assumption. Inaccurate information can get formulated as truth, so you need to ensure your staff feel valued and respected through effective communication.

**Good communication can build a positive, confident and resilient team.**

In your business, your staff are your most valuable resources. They are the face of your business and who your clientele trust and rely on to provide a wonderful and memorable experience. An unhappy staff member can significantly impact someone's experience leading the client to share their negative experience with others. This can lead to a negative impact on your business overall.

Having open, consistent, and compassionate communication with your staff will ensure that they feel valued, appreciated, and in turn, they will love working for you.

By regularly checking in with and updating your team, the more your team will feel in the loop and the more they will be loyal to you and your business. Team

relationships will be strengthened, and staff will have an increase in their job satisfaction.

Of course, it's essential to make sure communication is two ways. It's vital to give your team a forum to be able to express their concerns in a safe manner, so they feel heard and understood. They want to be able to provide honest feedback just as much as receive it from you. They will feel heard, understood, and part of the team.

### **The 3 C's to successful communication in today's world.**

Communication is only effective when it is done with consistency, clarity and compassion.

**Consistency** - Providing regular updates and scheduling regular check-ins with your team will build trust between you and your staff. Inconsistent communication makes a team member feel unimportant and like they are an afterthought. They will become disengaged, and it could affect their mental health. It's crucial to prioritize your time for your team and respond to their concerns as quickly as you can.

**Clarity** - Be as transparent and honest as you can. Let your team know what is in your control and what is not. By giving them as much information as you can, you're empowering them with knowledge and an understanding of your role, how they can support you, and each other. It will increase their confidence in their job and in their communication with clientele.

**Compassion** - How you communicate, and the language you use is just as important as the information you're sharing. Be mindful of your tone and show compassion. Not just for your employees but for your clientele and yourself. Leading by example will also encourage your team to be compassionate towards you, themselves, and their clients. **AND REMEMBER**, listening is crucial to effective communica-

tion. If you don't listen to your team, they won't feel heard and recognized.

### **Easy and effective communication strategies you can implement today.**

Schedule regular team meetings (on zoom or in-person with proper social distancing), where you can:

- Start a gratitude circle to share good vibes and inspire each other.

- Have everyone share a wellness tip that they do to protect their mental energy.

Set a reminder for yourself to send regular team updates by email, which could include:

- Celebrating big or small wins for the business, the team or an individual staff member. It is time to praise little victories, no matter how small they might seem, to shift the energy and boost positivity.

- Your commitment and dedication to them and the spa. Remind them how important they are to you and your business and how much you love your business.

- Update the team on any news or changes. And remember to be honest about the things you do not have answers to. Don't shy away from what you don't know. It is more important for your team to understand your intentions versus pretending to know everything. The most powerful sentence you can use is "I'm not sure, but I'll find out". This will earn respect from your team members and encourage them to do the same.

### **Things to avoid in your communication:**

- Fear of the unknown. Fear breeds fear and your team look to you for leadership.

- Drama with world events. There's already enough noise about the news

outside of work, so give your team a chance to feel safe.

- Hostile and harsh language. Nothing kills confidence in a leader than one who gossips, blames others, or is continuously pessimistic.

Fun ideas to make communication more engaging:

- We have transitioned to a more digital world, so look for ways that you can do more in-person communication when possible.

- Create a Facebook group for your spa or group Whats App where you can share inspiring videos, quotes, or give quick updates that they need to know about.

- Communicate housekeeping and general updates mixed in with some more fun stuff like a funny video or inspirational quote.

- Find ways to show your team you care.

Community has become so much more critical now. The hardest part for a lot of employees is when they feel isolated and alone. Make sure they know and feel part of a team and that they are appreciated and valued. By using effective communication, you're building a stronger, kinder, and more unified team. ■



**Julie Cass** Founder of The Positive Change Group  
www.ThePositiveChange.ca

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2



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- 5. **TLC Foaming Cleanser + Beauty Sleep Domed Eye Mask** · Lash Affair · [lashaffair.com](http://lashaffair.com)
- 6. **Injection Like Wrinkle Release Natural Treatment Duo** · Bio France Lab · [biofrancelab.com](http://biofrancelab.com)
- 7. **Prickly Pear Perfection** · Travertine Spa Collection · [travertinespa.com](http://travertinespa.com)
- 8. **DESERT BOTANICAL MATTE LIPSTICKS** · NipiLips · [niplips.com](http://niplips.com)



1. **Anti-Aging Starter Kit** · Dermaceuticals · [dermapenworld.com](http://dermapenworld.com)
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# FACE YOGA

Facial excercises for a  
more youthful face

by **Karin Velikonja**

Face yoga is a quickly rising technique that exercises facial muscles and no, it's not the same as face massage. With Face Yoga, the key is in creating resistance and the opposite resistance with the facial muscles and our hands. The technique works directly with the muscles, while with facial massage, the muscle is not actively working. This is why Face Yoga helps to release tension in the muscles, strengthens and tones the muscles, and lifts them up - creating a lifted, toned face.

### **WHY DO OUR FACIAL MUSCLES NEED ATTENTION?**

The fact is that we have more than 50 muscles including the neck, face, and skull. These muscles are closely interconnected. Due to gravitation, aging process, and lack of use, they soon start to sag and lose volume. The skin being attached to the facial muscles follows the muscles and starts sagging and wrinkling too.

On the other hand, stress and high self expectations cause some muscles on the face to become tense. Tension leads to wrinkles, mimic lines, pain, teeth clenching and grinding, and even headaches and migraines. In this case, the lack of facial movement affects us way deeper than imagined.

This is why exercising our facial muscles on a daily basis is important. At the end of the day, our muscles represent about 60% of our facial form. Therefore, they should play a more significant role when talking about anti-aging.

### **WHAT ARE THE BENEFITS?**

When working out your facial muscles, many things happen: tension from the muscles (mostly your jaw and area between the eyebrows) are released and they become stronger and more toned, creating a nice structure for the skin to lay over. But that's not all. Face exercises improve blood circulation all the way to the deepest skin layers, enhancing collagen and elastin production.

At the same time, they improve lymph circulation, removing toxins, and depuffing the face. The muscle movement positively affects bone density, too. Other positive effects? Face yoga improves concentration, memory, and calms down your nervous system.

But the key to success is in learning the right face yoga technique and sequence of the exercises. As face yoga is becoming more and more popular, many exercises on the internet can be found. Unfortunately, most of them are done completely wrong. The key to success is to look for a professional, learn the exercises, and the sequence + keep on going.

### **HOW DO YOU SPOT A GOOD EXERCISE/ PROGRAM ONLINE?**

1 Understand facial anatomy. As the muscles are highly interconnected, one exercise for removing dark circles just won't work. This is why I recommend

you getting a program where you activate and work with all of your facial muscles first. Once they're fully activated, you can start focusing on your concerned areas.

2 Avoid exercises containing fast movements. Your muscles are most likely atrophied in the beginning. Doing fast movements will get you out of control and most likely create wrinkles on other parts of the face. Remember to start slow and control every movement you do.

3 Activate more muscle groups at once. If you see an exercise where somebody is blowing a kiss or lifting the opening and closing the mouth - skip it. Choose the exercise with many steps.

4 Avoid exercises that wrinkle your skin while you do them. There should be no wrinkle on your skin during the exercise.





### **WHO IS IT FOR?**

Face Yoga is for everybody no matter the age or sex. The fact is the sooner you start, the better, as it also helps to slow down the aging process and prevent wrinkles from forming.

### **HOW TO DO IT?**

Face Yoga can be easily done from the comfort of your own home. Once you learn the exercises, you have them forever and you can do them anytime, anywhere. It only takes you 10 minutes daily as the muscles are small and closely connected together. You can teach these exercises to your clients so that they can do them at home, too. Have fun with it and host interactive lives on Instagram and Facebook where you can complete sessions together!

### **HOW CAN IT BE USED IN THE TREATMENT ROOM?**

Until now, facials mostly consisted of taking care of the skin only, forgetting

that there are also muscles behind the skin that play a crucial role on how the client's skin will act in the aging process.

If you are interested in integrating Face Yoga into your practice, Glowinface has developed the first of its kind face yoga facial treatment for beauty salons and spa centers. The treatment consists of a warm up and workout that tones and lifts the face muscles under the guidance of a spa therapist and a cool down where acupuncture, massage and skin-care regime takes place. This way, everything is taken care of; the skin, muscles, facial bones, glands, brain and the client's overall well-being. ■



The founder of Glowinface **Karin Velikonja** has been teaching Face Yoga all over the world since 2014. She held classes in the USA, Belgium, UK, Italy, Croatia, Slovenia, Dubai, and Bali to more than 1000 participants. She fluently speaks English, Italian, Slovenian, and Croatian. In 2018 she created an online version of her signature 5-week face workout program and started offering individual online sessions worldwide. Glowinface is now offering online Face Yoga instructor training starting on February 21st 2021. Professionals and spa therapists can learn how to do and teach face yoga to their clients and which exercises can be implemented in a treatment. You can learn more here at [www.glowinface.com/license](http://www.glowinface.com/license).

# Organic & Wellness NEWS

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Whipped from golden organic honey and glistening organic sunflower seed oil, this rich, creamy honey-butter deeply nourishes the driest of skin. It's high in essential fatty acids and vitamins A, E & B for quick penetrating, long-term moisturization.

[farmhousefreshgoods.com](http://farmhousefreshgoods.com)

## 2 Citrus & Kale Potent C+E Serum from Eminence Organics

Fast-absorbing, advanced serum for all skin types. This potent dose of non-irritating Vitamin C is stabilized by botanically-derived ferulic acid to deliver optimal antioxidant benefits and improve the appearance of skin.

[eminenceorganics.com](http://eminenceorganics.com)



## 3

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Enjoy nature's apothecary as these organic, Non-GMO, vegan and biodegradable ingredients nourish, heal and luxuriate your entire body, island style. This pampering exfoliant combines raw cold pressed coconut oil and raw sugar with essential botanicals of coconut and lime to make your clients feel like they've just left paradise.

[organicfiji.com](http://organicfiji.com)

## 4 elasp Vit C Optimal Age Repair Serum

Formulated to deliver the highest levels of vitamin C, this next level treatment specifically targets the visible signs of aging, from fine lines and wrinkles to uneven tone, discoloration, and dark spots. The formula's secret lies in its proprietary Superox-C- from Kakadu Plum, the world's richest source of vitamin C.

[holistic-brands.com](http://holistic-brands.com)





# MAKEUP KIT 101

From essentials to organization tips

*by* **Beke Beau**

Building a great makeup kit that meets the needs of you and your clients takes time, money and careful planning. It will say everything about you in terms of who you are as a professional, and it requires an ongoing process of updating, editing and cleaning your products and tools, to make sure that you are able to work efficiently, safely and effectively.

## **WHERE DO I START?**

Start by knowing who your clients are and what kind of jobs you actually do. The needs of an artist who works on weddings is different from the professional who works on commercial jobs for photography or film.

For example, in commercial work, you would want to include male grooming products, like a matte lip balm, shine-controlling products and small clippers. The wedding makeup artist is more concerned with longevity, so waterproof liners, powders and setting sprays are a must.

Another consideration is the context of your work. Are you primarily freelance with the need to be mobile? Then you will want a professional-looking case that is easy to pack and move. Or are you working from one location only, like a salon or your home studio? In a salon, you may be working with a specific line that the shop carries, and will only need to augment with your own brushes and tools. In a private studio, the non-mobile makeup station should be stocked according to the needs of your client base.

### **WHAT BRANDS SHOULD I USE?**

Most working artists' kits are a combination of professional, premium and lower-end brands. These products are chosen, often through a process of trial and error, because they function effectively on the job.

Professional brands (e.g. Kryolan, Graftobian, Kett, RCMA) serve the needs of all makeup artists, including those in film and special effects. These brands are sold through their websites, stores (MAC, Make Up Forever) or specialty stores that serve the industry. Standouts from brands like these include preparation and setting products, highly pigmented foundation, correctors, concealers and eye shadows, as well as airbrush makeup.

Premium products come from long-established beauty giants, fashion houses, makeup artists and now, celebrity brands. Your clients will recognize these products in your kit because they are widely advertised and available for the non-professional to purchase as well. While there are good options from some of these brands (like long-wearing eye and lip products), you are often paying top dollar for a name, and

they tend not to be packaged to fit neatly into a professional kit.

In the past, lower-end or "drug-store" makeup were of little use to the working artist because the pigment level and color range was limited, but in response to the passionate interest in makeup that rose out of social media, some of these brands have shifted their lines to include heavily pigmented, on-trend products. Out of the enormous selection in this category, the most enduring pro favorite is mascara, which needs to be replaced often.

Considering client perception and the advantage to your career of promoting both your expert approach and a luxury experience, it is good practice to limit or down-play your use of low-end products. For example, eye shadow palettes, often customized and painstakingly curated by the artist, are a mainstay of the professional kit. Low-end, YouTuber-endorsed palettes can make you appear amateur. A true pro hasn't learned to do makeup from social media, which is a form of entertainment, and you will benefit by demonstrating your expertise, rather than how you may have been influenced.

### **HOW SHOULD I ORGANIZE MY KIT?**

A professional makeup artist's work is limited by space, as well as time, and both are important considerations for how you organize and carry your kit. All jobs have you operating on the clock, and space constraints can be challenging when you need quick access to your products. You should be able to set up and break down your kit with equal speed and efficiency, while paying attention to the sanitation requirements that are more important than ever.

It is impractical to carry more makeup than you need, and too many options can slow down your application, causing you to fall behind and risk client dissatisfaction. Knowledge of color theory and mixing skills help you to carry fewer products, because you can create or adjust shades as needed.

This is most helpful for products like foundation, concealer and corrector, but can apply to any cream or liquid product with the same base ingredient (e.g. silicone or wax). If you feel that your ability to see and mix color needs work, online color theory courses are just a web search away.

Curating your own array of color and texture is the best way to work quickly and efficiently. Eye shadows, blushes and powders, if not available in pan form, can be depotted and put into magnetic palettes, while lip colors can be melted into new multi-compartment containers. You can purchase magnetized containers but if you prefer to do-it-yourself, the craft store is the place to look.

A pristine makeup kit is something to be proud of and will set your client's mind at ease. Because your kit has to be spotless, you should always have antibacterial wipes, 70% isopropyl alcohol and makeup sanitizing spray handy to clean between clients and before putting products and tools away. Anything that you decant, even if it's just water, should be clearly labeled.

These are just some of the practical considerations for building a professional makeup kit. Take the time to assess what you need versus what you want, and you will spend less money, use more of what you buy, and always feel well-prepared, no matter what the job requires. ■



**Beke Beau** is a multi-award winning makeup artist who started her career in New York City. In addition to working with her VIP clientele, she has been nationally recognized for her exquisite bridal work and signature private lessons, as well as her popular Makeup for Mature Women (™) workshops. Beke is also the founder and lead educator of the Paint School of Makeup, launched this year in Philadelphia.

# Image NEWS

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The bundle includes the Signature 45 Degree Volume Tweezer ideal for making perfect volume fans, the Rose Gold Isolation Tweezer, and the Luxury Volume Boot Tweezer with complete closure at the slightest touch and just the right amount of boot!

[lashesbykins.com](http://lashesbykins.com)



## 2

## **The Ultimate Aftercare Kit by LashBeePro**

Everything your clients need for incredible lash retention! The kit contains the Honey-Do Foaming Lash Shampoo, Cleansing Brush, Reusable Lash Brush, Terry Cloth Headband, Mesh Aftercare Bag, one pair of Collagen-Infused Eye Pads, and one LBP Chapstick.

[lashbeepro.com](http://lashbeepro.com)



## 4

## **La Vie Eyeshadow Palette from Chella Brow**

This interchangeable and refillable palette is designed with the modern, multi-tasking woman in mind, featuring warm neutrals that are buildable, blendable and long wearing.

[chella.com](http://chella.com)

## 3

## **LIP PALETTE 20LP by Crown Brush**

Each palette is designed and organized for effortless artistry. Crown Pro palettes contain ultra rich pigments that perform seamlessly with one another. This collection evokes creativity, performs magnificently, and is a staple in artists' kits worldwide.

[crownbrush.com](http://crownbrush.com)



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Page Number

5..... Celluma .....biophotas.com

2,3..... Eminence Organic Skin Care .....eminenceorganics.com

31.....EuroSpa Aromatics.....eurospaaromatics.com

19..... Farmhouse Fresh ..... farmhousefreshgoods.com

23.....NuFree - Equibal Labs.....nufree-professionals.com

41..... Rapidlash/Rocasuba..... rapidlash.com

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