

# Spa Inc.

Canada's spa connection

Formerly Esthemag Pro Canada

fall 2010

## Spa Protocols

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*Opening  
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Protocols*

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Cover photo: The Spa Ritual, Calgary, AB

### NEW THIS ISSUE! *Our French Edition*

Commencing this issue, *Spa Inc.* is packaging its French and English editions together in a tumble issue

FLIP OVER





## Pampering

It's that time of the year again when families get back into their regular routines with the start of another school year.

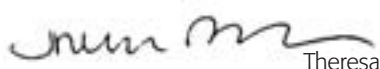
Here at *Spa Inc.*, we are starting some new things too. Our new French Editor, Heather Ednie, joins us this issue, and I am embarking on a maternity leave. Bernadette Johnson will be getting to know you all over the next year.

I've been thinking about my time off and how it relates to spas and wellness. I will be taking leave for a year and I will be doing a lot of pampering. Literally! Seriously, in many ways, we create spas for our babies, don't we? We carefully orchestrate the design of the new rooms they will come home to. What types of clothes and blankets will be used? Organic or

not? What line of lotions and potions will be used? What kind of cuisine will we offer? What kinds of activities and sights and sounds will surround the baby and create the ultimate environment for health and wellness?

I like to refer to health and wellness because, to some extent, though I already have a son, I feel there is going to be more to worry about with my daughter. There have been many news stories lately about girls reaching puberty earlier, teen health issues, and the problems media exposure and relentless marketing poses for young women. My role at *Spa Inc.* has exposed me to many new products and treatments but I always think of what we do in terms of overall health and wellness, not beauty. There is certainly a difference, though one obviously affects the other. I don't want my daughter to grow up, as many do, with feelings of inadequacy. As professionals, we must continue to promote the beauty within a person as much as the beauty on the outside.

Here's to growth and changes and a new year!

 Theresa

## A new adventure

I am so thrilled to be joining the *Spa Inc.* team, and kicking off my new role with the autumn issue is perfect. I've always felt like fall is the time for new beginnings.

Health and wellness are such primary focuses for me—for all of us. It makes involvement with this magazine such a wonderful adventure. I realized my own potential to grow and learn with *Spa Inc.*, while researching this issue's article on Le Nordik Spa in the Gatineau. I spent a day on-site being absolutely pampered. During a Swedish massage I was reminded to stay keenly in tune with my body. As I reached nirvana during a facial treatment that followed, it dawned on me that I simply do not make enough time for myself. I realized there are so many layers to achieve a perfect balance in your life. And such an exciting journey striving for that balance.

The spa industry in Canada—and particularly in Quebec where I am focused—is vibrant. A true array of options are offered to the spa-goer. This year I will be getting in touch with spa clients and the myriad of spa professionals to discover what is spurring on the industry. Looking forward to getting to know you!

Heather Ednie  
French Editor



# SpaInc.

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# TEETH WHITENING

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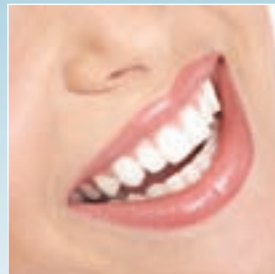
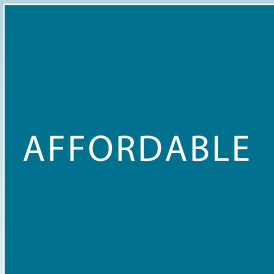
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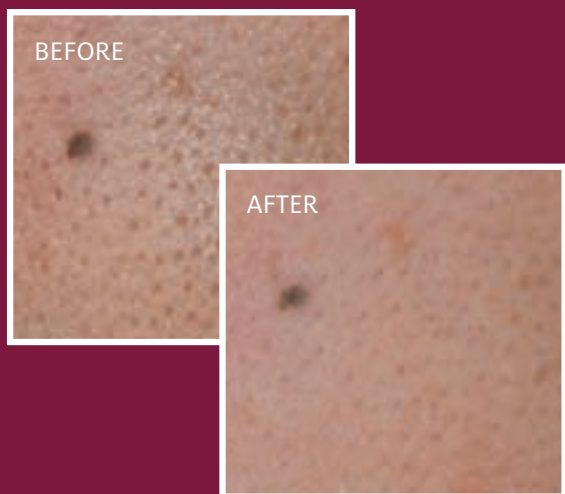
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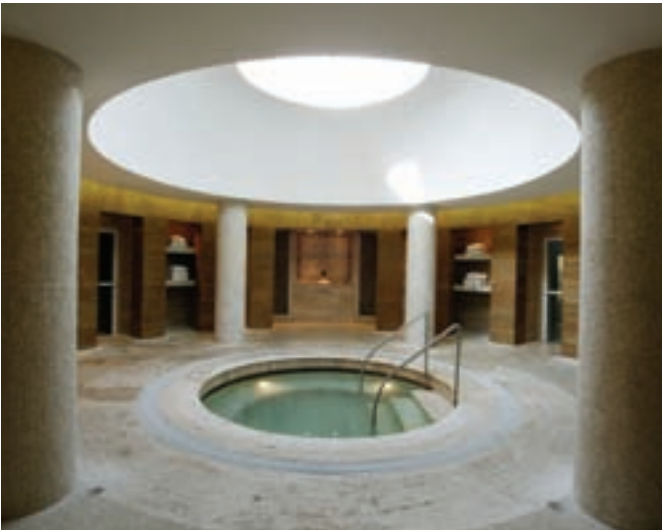


### **Topnotch Resort and Spa**

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Situated in the heart of the Green Mountains on a 120-acre estate at the foot of Mt. Mansfield, Vermont's highest peak, Topnotch Resort and Spa is an intimate and friendly year-round resort. Ranked in the Top 10 Resort Spas in North America, also ranked #1 in Service in Condé Nast Reader's Choice Spa Poll, Topnotch Spa covers 35,000 square feet with 30 treatment rooms offering over 120 rejuvenating and exotic spa treatments and services. Many of the treatments highlight the use of indigenous Vermont oils and river rocks. Indulge in facial or body treatment such as the Decléor Aroma Relax Wrap or the June Jacobs Cucumber Green Tea Facial.

[www.topnotchresort.com/spa.php](http://www.topnotchresort.com/spa.php)

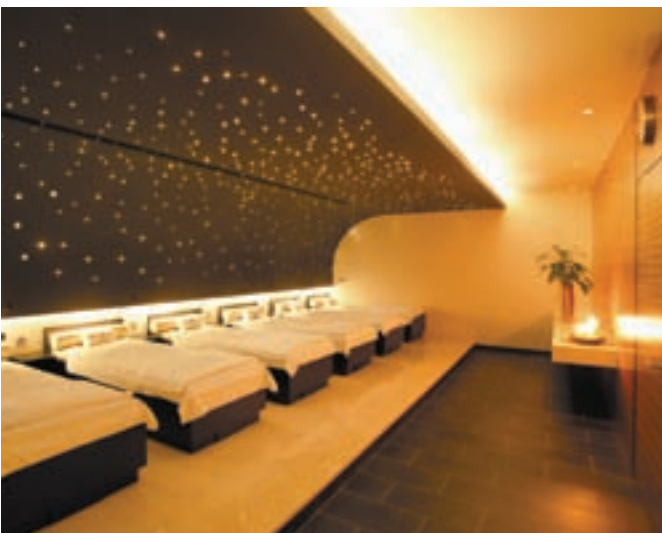


### **Terme di Saturnia Spa & Golf Resort**

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As Europe's most awarded medical thermal Spa, Terme di Saturnia Spa & Golf Resort is a place devoted to sensory pleasure. An impressive Roman bath leads guests from the elegant hotel to the warm thermal spring which feeds four hot-water swimming pools, waterfalls, Jacuzzi and waterways. The spa features 53 treatment rooms, where guests are provided with regenerative treatments aimed to restore beauty and wellness. The most ancient and very effective treatment exclusively at Terme di Saturnia is the unique and miraculous thermal water. Rich of gases, the water helps the blood and micro circulation, and has a gentle skin peeling action thanks to its cleansing, exfoliant and antibacterial properties.

[www.termedisaturnia.it](http://www.termedisaturnia.it)



### **Swisshotel the Bosphorus**

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Watch the sunset over Istanbul from the rooftop bar with the breeze from the Bosphorus to cool your skin and stimulate your senses. Awarded "Leading Spa of the World", the luxurious Amrita Spa offers the latest in glamour and serenity as well as separate steam, sauna, ice grotto, experience showers, hamam and relaxation areas for men and women. A team of specialists, trained in Eastern and Western techniques and using only natural products, pamper guests in the 14 treatment rooms. Treatments include hot stone therapies, chromatographic saunas, hydrotherapy, watsu aquatic massages, and steam bath aromatherapies. Ottoman customs and therapies inspire renewal and transformation.

[www.swisshotel.com](http://www.swisshotel.com)

# The Spa Ritual

Exotic tranquility in the heart of Calgary







With four years in the visioning and design of this Southeast Asian-inspired palace, The Spa Ritual is a fresh concept emerging from a harmonious combination of luxury and comfort.

Upon entering, the large automated doors lead into an inviting abode of serenity. Recognized as the slipper ceremony room, warmth and passion stems from every angle as the rich wood tones, lush mosaic tile and serene lighting leave much to be admired. Friendly, knowledgeable staff await guests and assist them in exchanging their street shoes for cozy, plush sandals.

"This type of ceremony allows guests to feel as though they are leaving the outside world behind and entering into a circle of wellness," explains Sandy Cutts, Spa Director for The Spa Ritual.

Every colour, material and finish was specifically chosen to create an inviting oasis of healing and relaxation. The striking decor transports mind and body away to the depths of Thailand as the eye roams through the many authentic imported artefacts.

"The goal was to bring a sense of wellness, holistic health and healing rituals back to Canada," says Cutts, adding that everything from the traditional elements, treatments and interior architecture was intricately designed so Canadians would have the opportunity to experience exotic rituals in an accessible locale.

Hosting 14 diverse treatment rooms including eight multi-use rooms, one medical room, an esthetics room featuring six pedicure and five manicure stations, one wet room, two couples rooms and a couple's suite, the choice is vast and plentiful.

One of the spa's most romantic treatments can be found in the Royal Thai Suite. Ideal for enjoying with that special someone, this treatment exudes intimacy and romance unifying the couple's connection. A handsome bench and seating area is designed with side compartments that unfold if guests choose to delve into the spa's scrumptious cuisine. On the opposite end of the room sits the oversized Bali Moon Tub filled with beautiful Asian flowers and mineral salts.

Additional couple treatments, including the two-hour Lu'lur treatment, are based on an ancient couples ritual traditionally used in preparing a royal princess for her wedding day.



"It was a time for women to pass on their wisdom and believed to enhance the bride's fertility. We call this a soul searching experience for the guests," notes Cutts.

Still performed in Bali today, the Lu'lur treatment is one of the spa's most popular for a bride-to-be and her fiancé. The esthetician welcomes the bride with a Balinese blessing for peace in the heart and in the world. The treatment begins with the cleansing of the feet. Sensuous dry oil is massaged onto the body and a hibiscus and turmeric body scrub is sprinkled on afterward to exfoliate the skin. Signature products are preserved in their most natural state and contain no artificial colours, fragrances or parabens, says Cutts.

For many guests who prefer to relax in a social atmosphere, the tea ceremony room is most accommodating for hosting a large group. The large area where guests can sip soothing organic teas between treatments, defines this peaceful room.

"These unique types of teas are intended for different uses depending on what the guest is looking to achieve and include balancing, grounding, and energizing teas—all exclusive to The Spa Ritual," Cutts says.

Having just received the SpaExcellence 2010 Certification from Spa Quality LLC in August, The Spa Ritual's leadership is thrilled to be credited with such a significant achievement. The spa was assessed in four categories: Guest Experience, Operations Support and Improvement, Leadership, and Intention and Strategy.



"We are one of only 16 spas in Canada awarded with the Quality Assurance Approval designation by the Leading Spas of Canada in meeting the highest quality, safety and hygiene standards in the industry," says Cutts.

"The utmost respect for our quality assurance systems and ancient healing arts brought forward in our treatments is what makes The Spa Ritual a unique experience," Cutts says. "We hope our guests take away with them this quiet sanctuary so they have a moment each day to reconnect and continue on their journey of wellness." ♦

Size: 7,000 square-feet  
Number of treatment rooms: 14  
Staff: 30  
Retail: Jane Iredale, USPA, Zoya, Medique, Pure Ritual, Wood Sprite



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# Protocols

Keeping processes and expectations organized from the get-go is a sure-fire way to start your spa off on the right foot

**W**ith each passing day, you're getting closer to the grand opening of your new spa business. It's been more than a year now since the Opening a Spa series debuted with the business plan guide, and we're hopeful that we've helped you through some of the roadblocks along the way.

You want your spa to be as calming an experience as you can offer your clients, and a lot of the strategy that contributes to this needs to be laid out in advance. In order for the spa to function smoothly, you need clearly defined protocols for every aspect of your operation, from hygiene to retail sales and staff training. Planning your protocols will help avoid hiccups along the way and will certainly pay off in the long run.

## What to wear, what to wear!

Spa employees are a multi-skilled bunch. Massage therapists may find themselves performing a different service every day; shiatsu, deep tissue, reflexology, etc. Aestheticians may perform facials, peels, waxing or any of a host of other offerings. Perhaps the only constant in the life of the spa employee might be the uniform, and it is important to identify the precise standards for dress in the spa to keep that constant from causing any undue confusion.

"We provide uniforms for our entire spa team," says Jenn Houtby-Ferguson, Director of Sales and Marketing at Tigh-Na-Mara Grotto Spa in Parksville, British Columbia. "These are black pants and blouses for our reception concierge teams and black smocks and pants for our provider team. All are branded Grotto Spa."

Some spas display the spa name on employee uniforms, but it is not a requirement for professional appearance.



"Staff need to wear a certain uniform depending on what they do in the spa," says Marie-Eve Paulin, Spa Director at Auberge de la Vallée in Bathurst, NB. "The general appearance however is a white top with black dress pants for non-massage therapists. Our massage therapists wear all black and more of a sporty top or a t-shirt. It is a professional, clean look."

Cleanliness also means light makeup, if any at all, and hair pulled back so as to stay out of the way during any treatment or service application.

If you do decide to offer standard, spa provided uniforms, be sure that employees are presented with the option to order (or purchase if you ask employees to cover the cost of their uniforms) several units, so that they are not forced to choose between endless small loads of laundry after each shift to freshen up the uniform or wearing the same, unlaundered outfit for multiple shifts. (For more on uniforms, see our feature on page 16).

### Arrive early

Prior to the start of a shift, spa workers have prep work to do. Pulling together the equipment or products required for the first service and doing advance work for whatever might be scheduled for the rest of the day.

"Staff are required to arrive a minimum of 15 minutes before their shift in order to prepare for the first treatment and organize whatever they need for the rest of the day by going over their appointment list," says Paulin.

This is common practice in most spas. At Tigh-Na-Mara, most staff arrives 30 minutes prior to the beginning of a shift to ensure sufficient prep time.

If you are uncomfortable asking staff to arrive before the official shift, consider booking appointments 30 minutes in to the shift schedule. This will make a slight dent in the total number of services carried out through the day, but may be a more comfortable alternative for some.

The late policy is another consideration that should be outlined in advance and explained to all staff, and it must be adhered to in all instances lest it compromise the integrity of your system of protocols.

"We use a standard sort of three-strike system," says Paulin. A three-strike system is easy to understand and could be considered standard practice in the spa industry when it comes to tardy employees. If an employee is late for a shift, they should be issued a verbal warning letting them know that the infraction will be recorded in their employee file and will remain there for

the term of employment. The second instance usually results in a standardized written warning reminding the employee of the attendance policy and informing them of the consequences should they fail to meet the expectations of the spa a third time. The third infraction often will result in dismissal from the spa. Occasionally there may be extenuating circumstances surrounding issues with attendance, in which case the spa owner can always use judgment, but it is also important to stick to the policy to keep the perception of favoritism from tarnishing the spa environment.

### Bod' mods

"Our policy is that tattoos may not be visible," says Houtby-Ferguson.

Although a quality employee should not be overlooked in the hiring process because of visible tattoos, consider the effect body art might have on your customers. If you are aiming to attract an older crowd, the appearance of tattoos on spa employees may be less accepted than with a younger customer base. If an employee does have visible tattoos, consider how they may be covered up when at the spa.



"Our policy is that tattoos may not be visible."

"I try to stay away from anything too flashy in the spa, because we do have some more conservative clients here," says Paulin. "We want the clients to be comfortable with their therapist."

Consider the effect the appearance of your employees may have on your targeted clientele.

Piercings are much more common than tattoos and may be less of a factor when spa workers are making the first impression on a new client, but it is not uncommon to ask that employees limit the number of piercings displayed while at work.

"We allow one piercing per ear for both men and women working in the spa," says Houtby-Ferguson, "and a small nose stud could also be allowed."

It may be worth your while to distinguish between piercings and stretchers in your staff protocols. Many people find the appearance of ear stretchers uncomfortable and cleanliness and infection control can become issues.

"No plugs [stretchers] are permitted," Houtby-Ferguson says.

### Keep it clean

If you have built a sterilization room or section into your spa, make sure that employees use it after each treatment. It will be

important to outline which cleaning procedures need to be undertaken by whom.

Will aestheticians clean all of their instruments, or will staff in training be responsible for this? What are the guidelines for sterilizing each piece of equipment?

"We have maintenance staff who take care of cleaning the room after each treatment, that way staff can concentrate on making sure they do every step in the sterilization process of the instruments," says Paulin.

How often do the surfaces and floors of the treatment rooms need to be cleaned? What cleaning supplies need to be used for each task? There will be less downtime if staff knows exactly what to do, and you can spend more time on customers.

On the topic of cleanliness, staff must themselves reflect the image of the spa. Staff may smoke. If they do, it benefits the spa to provide guidelines for smoke breaks and resources to limit the presence of smoke in the spa.

Provide a designated smoking area away from the building so that the odour doesn't waft into the spa. "Once staff return from a smoke break, they have to wash their hands and brush their teeth," says Paulin. "When you do a facial, the client doesn't want to smell that. It's off-putting for clients even if they smoke themselves."

Be sure to inform staff of the appropriate number of smoke breaks throughout the day and the length that is acceptable.

You may want to consider offering assistance to employees who want to quit smoking. Split the cost of certain quitting aids or offer other perks that may encourage employees to stop smoking (but don't offer perks so great that they might make non-smokers start just to quit a few weeks later!).

### Keeping up with trends

Training is important when it comes to maintaining an air of relevancy in the spa. How often do you expect staff to undergo refresher training and how regularly should staff update their skills with new services?

Consider putting in writing the protocols to determine whether or not a staff member has reached an acceptable proficiency to perform a service for your clientele. Do the same for any ongoing, refresher training that is required in your spa.

"I will be responsible for introducing all of our staff to any new massage treatments and I will decide if they are fully competent in performing it on a client or if they need to practice more," says Paulin.

Another option for training is to bring in third party experts to update staff skills. Do you require all staff to attend these sessions in order to understand all aspects of the spa, or do you only require those who will be performing the service to attend?

As a perk, it may be good for staff morale to send your employees to a conference or training expo once a year. These are excellent events for exploring the latest and greatest trends in the industry, and provide a fun day out of the spa for stress relief and reenergizing. Remember, though, that this is not a day off. Be sure to emphasize this with all staff so there is no confusion.

### The three asks

A common practice in telemarketing is the three asks. Management staff at telemarketing firms ask that employees be persistent when turned down by whoever is on the other end of the line. If the customer on the other end declines the services or goods the telemarketer is offering on the first ask, telemarketers do their best to continue on with the conversation in order to fit in two more "asks."

The three asks may not be the best practice for retail sales in the spa environment, but you should create a set of guidelines more suitable for the spa in regards to retail offerings.

"Staff are asked to recommend our products to clients," says Paulin. Good practice is to offer any products used in treatments in the retail section of the spa. For small talk during a service, staff can discuss the benefits of a given product, possibly generating client interest in the product.



"What are your guidelines for sterilizing each piece of equipment?"



If a product is purchased as a result of staff recommendation, commission should be offered to your employees. This serves as both a reward and an incentive. "Our staff start at 10 per cent commission and this increases as retail sales grow," says Paulin.

Consider a scale that offers 10 per cent commission up to \$300 in retail sales, growing by increments of two per cent for each additional \$300 in sales up to a maximum of 30 per cent.

Be sure that staff is knowledgeable about the products they are using and selling. Bring in manufacturers to discuss the products they offer with staff. "I don't want the staff to just read about these products in a book. The people selling the product need to know all about it and the best way is to hear it from those who make it," says Paulin.

There are so many facets of the business to consider developing specific protocols for. Whatever you do, make sure that it is all



brought together in an employee manual for new hires to read, and give them in-spa time to go through the manual as thoroughly as possible so that they can understand the vision and expectations of the spa.

"It's important for a new hire to understand our protocols in terms of our expectations of them as a team member," says Houtby-Ferguson. "We try to be really clear about who we are, our culture, values, expectations and so on. We feel this helps ensure we are hiring the right person

and the potential candidate is choosing the company. In the last few years we have seen a significant decrease in turn over, an increase in internal promotions and an increase in our team satisfaction because there are no surprises once they start. We're really all on the same page." ❖

**Coming next issue**  
**Part 7: Marketing Your Spa**



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# Spa Uniforms

## Enhance your brand with staff style

Spas are designed to create an 'out of this world' experience, where customers feel pampered, and every aspect of the spa adds to the professional, caring atmosphere. Selecting the proper staff uniforms can be an important step in the development of your spa brand, adding to the signature look and style of the spa.

But, what are some of the key things to consider when selecting uniforms? What trends are propelling the spa uniform business forward today?

### Quality comes first

Above all else, the quality of the materials used is important. Working at a spa, there's a risk of getting oils, creams and other substances on clothes, so the uniforms need to be resistant to staining. Other key material characteristics to look for include fade-resistant, washer-friendly, breathable, stretchy, and wrinkle-free.

Noel Asmar, founder and designer for Vancouver-based Spa Uniforms Inc. agrees a key factor in uniform selection is quality. "The fabric of our spa uniforms has been designed specifically for the industry," Asmar says, noting they offer durable, long-lasting fabrics. "...we have a selection of dark, beautiful colours to choose from, and you won't need to worry that six months from now your black uniform will be grey, or that the colour you purchased six months ago has been discontinued."

Yeah Baby Private Label, based in Chandler, Arizona, has been providing spa uniforms for over 12 years. They developed their "Spa-Dri" fabric, which vice president Lawrence Grum says is 100 per cent massage oil resistant. He says the stain resistancy of the Spa-Dri fabric is based on the actual yarns inherent within the fabric and how the weaving is done, rather than being dependent on the finishing process.



He says spas want their employees "to look fashionable, yet remain comfortable throughout the course of an entire day, and maintain a reasonable budget for uniforms as the fabric ensures a long average useful life."

### Define your spa with style

Of course, style is at the top of the list when selecting a spa uniform. The uniforms you choose will have an impact on your guest experience. Begin with online research to get a good sense of your options, while considering a number of factors:

What is the look and feel you're going for? Modern? Classic? Romantic? What is the colour template for your spa, and how will uniform colours blend and compliment? How important is it to be completely original? What styles will flatter your staff and make them confident to wear the uniform?

Grum upholds that the primary decision criteria for his clients when they are selecting a uniform always centres around the style and cut that best reflects the persona of the property. "Most spa directors will gather feedback and input from staff to ensure a full buy-in from the staff at the start of the process," he adds. "This saves time and resources and, most importantly, makes the employees feel they are part of the uniform process."

Some uniform suppliers have distinct designs. Toronto-based Uniqueform offers two styles: a long mandarin collar tunic, and a scoop-neck tunic, with both available in black, white and sage green.

"Our strengths include our style, which is very flattering for various body types," explains Jea Geelend, owner of Uniqueform. "We basically have an Asian look. Most spas do their research online, so when customers come to us, they've seen our style



and like it. Usually, our customers' spas are more modern in design."

### The complete package

An emerging trend in spa uniforms today is a requirement for spa personnel to have a unified, yet differentiated look across each functional position. "Instead of choosing a patchwork of styles, spa directors are now looking for a group of 'related styles' that have

consistent lines, yet are different enough in their overall look to uniquely define an employee's role," explains Grum. "This enables spa guests to quickly associate each spa team member with a specific functional area."

Asmar agrees, adding that many spas opt for lines that offer a variety of styles all dyed to match, to satisfy the aestheticians who prefer the classic look, and at the same time, the massage therapists who prefer to wear fitness pants, for example. "You can still have the benefits of a unified, branded look," she adds.

Other factors to consider on your uniform hunt:

Is there a minimum order size? At Uniqueform, minimum orders of approximately 20 to 30 outfits have a turn-around time of about two to three weeks. At Spa Uniforms Inc., there is no minimum.

How many outfits will you need to purchase, at your launch, and to cover wear and staff turnover? It is generally recommended to supply two to three for fulltime staff, and expect more durable fabrics to last two to three years. Do you wish to purchase complete uniforms, or just the tops, and have staff wear their own bottoms? This option can be cheaper, and contributes to the overall look.

Above all else, take the time to do your research. There are many suppliers of high quality uniforms to choose from. When selecting a uniform, you're launching a long-term relationship with that supplier, so ensure a good fit with your business philosophy. ❖



## THE THOUGHT BEHIND THE UNIFORM: STE. ANNE'S

A couple years ago, when Natalie Kellar, manager of Ste. Anne's Country Inn and Spa in Grafton, Ontario, decided to institute uniforms for her staff, she selected Uniqueform's mandarin tunics.

"They don't show cleavage, and are longer so conceal back tattoos etc.," she says. "They look very professional, and look good on all shapes and sizes. It was important to find something that works for everyone." Ste. Anne's staff wear the

uniform tunics in black, with the spa logo silk screened on, and wear their own pants and skirts. "I think it looks better this way—the pants offered looked too much like scrubs," Kellar explains. As well, the male staff wear different shirts, from Ice Gear—the same as the fitness instructors' uniforms. "At the time of purchase, Uniqueform didn't offer men's shirts," Kellar adds.

Ste. Anne's staff used to wear their own clothes, as long as it

was in all black. But as turnover rates improved, it became more cost-effective to provide a uniform, and the result is a polished, professional look Kellar was aiming for. However, the transition to uniforms wasn't easy.

"The staff hated it at first," she recalls. "They didn't want to wear uniforms. People are resistant to change. But, it's fine now, and any new staff don't notice. Everyone looks really nice in them."



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# Give Me One Good Reason...

**Building a solid incentive program will attract existing and new clients alike**

As a spa manager or owner, there is little doubt that you are constantly searching for ways to differentiate your spa from the competition. You can search far and wide for unique treatments, offering your clients something that no other spa does or spend thousands of dollars installing the most lavish hydrotherapy station or heated, back massaging pedicure chairs. Or, you could consider investing your time and money in something much simpler and quite effective. An incentive program gives potential customers who normally might not visit your spa a reason to drop in, and gives existing customers plenty of reasons to come back more frequently.

## Make a connection

"We send out a package to all sorts of local businesses," says Tammy Blair, owner of Sunshrine Day Spa and Salon. "We'll pick places that have a mid-size employment base, and we'll send them out some time in September to increase winter business. Christmas events are a big thing."

Businesses are increasingly open to offering employees less traditional job perks. Consider reaching out to local businesses by offering corporate service rates. "A fair discount for a corporate client bringing our spa to a group of employees is about 15 per cent," says Igor Bouain, Owner of Caprice Spa. "However, we would go as high as 20 per cent if the group had the potential to be large."

Bouain approached Air Canada with corporate rates and service options specially tailored for its employees and gained a significant client base by doing so. Job security is still a concern for many professionals today, and working long, stressful hours is commonplace. Winding down at the spa is not only a unique perk for employers to offer, but it is an effective method to promote employee well-being.



"A good way to set up for corporate groups is to have stations," says Blair. "They will usually come in large groups of anywhere from 15 to 20 people. We schedule the visit appropriately so that people are all able to rotate through different stations."

An effective method for dealing with a group like this is to schedule three or four treatments, giving the corporate clients a taste of multiple treatments and making the most of their limited time. In two hours they could have a pedicure, facial, massage

and spend some time relaxing with light snacks and refreshments. A few short hours in the spa can do wonders for overworked, overstressed employees.

### Go get 'em

A growing trend in the business world is to bring massage therapists on-site a few times each month to de-knot employees. You may even consider offering a discount to these clients as an incentive to bring them into the actual spa. "Anybody who gets a treatment when you visit could also get 15 per cent off an in-spa treatment on next visit," says Bouain.

Incentives like this need not be limited to corporate clients. "We do a lot of corporate events, but we also do a number of bridal shows," says Blair. "We get a lot of business that way."

Some spas are reaching out to businesses with related services in order to develop referral incentives. If your spa doesn't act as a salon as well, seek out a salon and propose a joint venture. Clients referred by that salon can present a voucher for a discount on service, and vice versa. Look into creating partnerships with health clubs, social groups or local athletic groups. Even creating specific incentives for a local college or university has the potential to generate new business—think discounts on massages around exam time or facials and manicures around graduation. Marketing something like this could be as simple as hanging posters around a facility or venue, or including spa information in introductory or membership paperwork at a school or health club.

Langdon Hall Country House Hotel and Spa in Cambridge, Ont., offers incentives for members of its spa club to visit during its lowest volume times in the middle of the week. A 15 per cent discount helps reduce volume at peak hours, spreading customer visits over a wider window.

### Bringing clients back

Incentive programs aren't just meant to bring in new customers; they are also effective when used for customer retention.

"We have a loyalty program that our customers really appreciate," says Blair. "We take our top 50 clients for the year and put them in our VIP program." These clients get a 10 per cent discount on all services and products in the spa.

At Caprice, clients who visit six or more times per year are given loyal status, earning discounts on services and products. "We track all client information in the computer at the spa, entering the name of the client and the service they purchase, so the system is accurate," says Bouain.

Loyalty could be based on a number of factors, including attendance over a period of time, dollars spent, instances of prebooking, variety of services booked, and so on.

"Our loyal customers are part of our entire business, so the program that we have put into place is us giving back to them," says Blair.

It will require some creativity and a lot of networking, but giving current clients more value and attracting new clients through incentive programs is a surefire way to build a solid reputation and further develop your successful spa. ♦



## Give the Gift of Gift Cards

According to Givex, a provider of loyalty and gift card programs, gift cards offer merchants many opportunities to grow their revenue and customer base.

"Gift cards can be a new revenue stream for merchants," says Amanda French, Vice-President of Sales and Marketing at Givex. "Javelin Strategy & Research recently projected gift card sales to have dramatic growth over the next four years and reach \$6 billion (U.S.) by 2014."

Gift cards, explains French, serve as brand ambassadors to bring more customers to merchant businesses.

"When recipients receive a gift card, they could be making their first visit to a business that they would not have chosen otherwise," she says.

Gift cards also encourage consumers to spend more. When a consumer redeems a gift card, they tend to spend more than the card face value. Consumers are also more likely to buy new products and services at regular prices when redeeming a card. Many merchants take advantage of this trend by introducing new products and services in the New Year when gift card redemptions are typically higher.

The cost of implementing a gift card program varies, the price going down with higher volume purchases. A small order of cards could have your program up and running in as little as two weeks.

Of course, gift certificates and gift cards can be printed in-house, and many spas do just that. But if you're looking for a way to differentiate your spas program from the next, consider professional gift cards.



# Equipment Packages 2010

## PACKAGE 2010A

**\$835<sup>00</sup>**

- D212D Facial/Massage bed
- HZ9009 Gas lifted stool
- D1000B Facial Steamer or  
D1000BT Facial steamer with timer
- SL114 Magnifying lamp without stand
- HY735 Trolley with lamp fittings & drawer

### OPTION:

- D3560 Facial bed plus \$60
- D8322 Facial bed plus \$100



D3560

or

D8322

OPTION:

## PACKAGE 2010B

**\$1265<sup>00</sup>**

- D3668 Hydraulic facial bed
- D1000B Facial Steamer or  
D1000BT Facial steamer with timer
- SL114 Magnifying lamp
- HY735 Trolley with lamp fittings & drawer
- GD98041 Gas lift stool with back rest

### OPTION:

- D3668 Hydraulic bed in Black *No extra charge*
- D220 Metal Trolley plus \$40

FREE WAX CARTRIDGE WARMER ETL-APPROVED



D3668 Black

or

D220

OPTION:

## PACKAGE 2010C

**\$1470<sup>00</sup>**

- D3673 Electric facial bed
- GD-K1000B Facial Steamer
- SL114 Magnifying lamp
- D-220 Metal Trolley with 2 locks on the wheels.  
Power bar included.
- HZ9017 Gas lift stool with backrest

### OPTION:

- D201H Facial Steamer with timer & high frequency: plus \$140



◀ OPTION: D201H

## PACKAGE 2010D - \$550<sup>00</sup>

E007 Manicure table with Glass top +  
XYX-030B Available in White or  
Coffee colour



## PACKAGE 2010E - \$345<sup>00</sup>

Pedicure Chair

D-2001



Pedicure Stool

With pullout drawer  
Colours available:  
Black, White  
XH-15315D





# Control Acne—

## Acne is the most widespread skin condition in the world

In its most common form, **juvenile acne** or **common acne**, affects about **80% of adolescents**. For 30% of youth between 12 to 20 years old, acne is sufficiently severe to justify medical treatment. Generally speaking, it spontaneously goes away around the age of 19 in 90% of cases, without leaving scars, but it can persist much longer for some people.

For adults under 30, acne is more rare. It affects approximately two to three per cent of men and 10 to 15 per cent of women. It can be permanent or temporary and it can appear during pregnancy or menopause. Generally, an estimated 90% of the population suffers with acne at some point of their lives.

### The different types of acne

**Common acne** is the most common form, but it can imitate more severe types with deep lesions and a lot of inflammation.

**Acne excoriée** in teen girls is characterized by mild acne lesions sometimes occurring as common acne recedes, localized on the chin, exacerbated by pinching or pressure causing a hyperpigmentation as well as scarring.

**Acne conglobata** is a severe form that affects mainly young men and presents as deep lesions, such as abscesses and oily sebaceous cysts on the face and the nape of the neck. It often leads to unsightly scars.

**Fulminant acne** is a rare but severe and highly inflammatory acne most commonly affecting adolescents. It manifests with a number of general symptoms (high fever, joint pain, discomfort).

**Induced acne** comes from contact with various products, including cosmetics that block pores, or are unsuited to the skin type.

**Medicinal acne** is caused by taking corticosteroids, iodine or certain contraceptives.

**Mechanical acne** occurs due to repeated rubbing (on the chins of violinists, friction under headbands and helmets, or bras).

### SIGNS AND SYMPTOMS OF ACNE

Acne most commonly occurs on the face, neck, torso and back, and is recognizable by a number of clinical signs; the skin is usually oily and shiny, the pores are enlarged, and there are lesions present which can be classified into two categories:

#### Non-inflammatory lesions

The **open comedo** (or blackhead) is characterized by a pigmented top and rarely worsens. The **closed comedo** (or microcyst) is rooted more deeply in the skin. It can discharge in the skin even a light pressure.

#### Inflammatory lesions

erythematous **pimples** are intermediary lesions. They can be classified between the comedos and cysts that are purulent. **Pustules** are the same size as pimples (approximately 5 mm in diameter) but can easily become purulent. They can lead to scarring. Finally, **cysts or nodules** are deep lesions, often suppurating or bloody. They are painful and leave deep, unsightly scars.



# -it's possible

## The stages of acne

There are essentially three major stages:

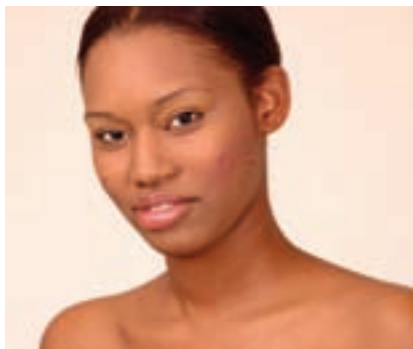
**Benign (or minor) acne:** fewer and more shallow lesions in the absence of any inflammation.

**Moderate acne:** the lesions are deeper and have the general appearance of nodules and they are accompanied by redness.

**Severe acne:** characterized by many lesions associated with a lot of red spotting and inflammation.

### Effective solutions offered by your aesthetician:

In the case of minor or moderate acne, your aesthetician is able to suggest skin products that are safe and effective to help you control your acne—either cosmetics or over-the-counter medication.



Over-the-counter medications may contain a variety of substances, the most common being:

**Salicylic acid**—used to exfoliate dead skin cells that accumulate in the skin pores and cause blemishes

**Benzoyl peroxide**—keratolytic and antibacterial, but more irritating than salicylic acid and may discolour fabric

Between the two, the most effective solutions also contain many active ingredients proven to be: antibacterial, soothing, anti-oxidant, and moisturizing. They represent the winning combination for fighting acne. Some may also be combined with prescription drugs.



*Isabelle Villeneuve is Scientific Director—Head of Innovation at Laboratoire Dr Renaud. Passionate about cosmetology, she has more than 20 years of experience. She has been actively participating in the dynamic development of Laboratoire Dr Renaud since 1995.*

## Myths and realities

### • Acne is caused by poor hygiene

False! Acne is absolutely not caused by dirtiness. Skin affected by acne is not dirty skin. In fact, often excess hygiene aggravates the situation. It is therefore important to not clean or rub your skin too vigorously nor too frequently. This can irritate, and lead to cutaneous eruption. Treat your skin gently...and it will return the favour!

Salt water from the ocean or chlorine from pools dries the skin. UV rays promote thickening of the superficial layer of the skin, which tends to clog pores. Unable to drain, the sebum accumulates, causing the creation of blackheads and microcysts that appear after a vacation. It is therefore recommended to limit sun exposure and to use sun protection for acne prone skin.

### • Poor nutrition leads to acne

Popular belief suggests chocolate and fatty foods cause acne. Not so. No correlation between nutrition and acne has been made by researchers, regardless of the many studies on the subject.

### • Leave acne to disappear on its own

By not controlling acne, we risk allowing it to worsen and damage the skin causing permanent scars.

### • Only adolescents suffer from acne

Acne affects people of all ages: Babies, 25% of adults between 25 and 44, some women with each menstrual cycle, during pregnancy or menopause. Prescription drugs, such as some oral contraceptives, can also cause acne in adults. 90% of the population has suffered from acne at some point in their lives.

### • Get rid of acne by pressing the buttons and blackheads

This should never be done! Manipulating acne lesions damages the skin and increases inflammation. It can also leave permanent scarring. If it happens, immediately wash your face and hands or apply a local disinfectant.

### • We can cure acne

We still haven't found the magic solution. But it can be controlled. For light forms, over-the-counter medications are sufficient. For more serious acne, prescription drugs can be prescribed.

### • The sun improves acne

Exposure to the sun does, in fact, lead to improvement of acne, but this improvement is unfortunately temporary. When summer comes to an end, the acne returns, and often even worse than before. It's what we call the rebound effect.



# Hyperpigmentation

## Correct diagnosis important when choosing treatment options

As the summer wears on and people are trying their best to get the most out of the warm months before the Canadian winter forces us all to cover up, there is a good chance that your spa employees will start to notice more dark spots appearing on clients' skin. Hyperpigmentation is a common skin issue faced by men and women of all ages and skin types, and comes in a variety of shapes and forms. The spa can help clients reverse or reduce the appearance of hyperpigmentation and treating it properly can have a significant impact on his or her confidence and quality of life.

### What is it?

"Hyperpigmentation can mean a lot of things," says Dr. Jason Rivers, a clinical professor of dermatology at the University of British Columbia and practicing dermatologist at Pacific Dermaesthetics in Vancouver. "At its most basic, it is simply an increase in the pigment of the skin."

Fair-skinned people tend to notice an increase in freckles during the summer months, when more than just the face is

exposed to the sun's rays. Freckles are a form of hyperpigmentation, and in the summer they become more visible as melanin in the skin absorbs ultraviolet rays to protect the skin from damage.

"Freckles are what we call melanocytotic, and you can lighten them," says Dr. Jaggi Rao, Program Director of Dermatology at the University of Alberta.

The skin may also become discoloured in blotches, leading to a more unnatural appearance than freckles.

"A lot of the time it's related to sun exposure, but there are actually numerous causes of it," says Rivers.

Sometimes, Rivers explains, it can be related to hormonal issues. Melasma is a common form of hyperpigmentation that is almost exclusively (more than 90 per cent of cases) seen in women, with no preference for race or ethnicity. UV light plays a role in causing melasma, but genetic predisposition and estrogen exposure play a major role as well.

Postinflammatory hyperpigmentation can arise after any inflammation, like acne or psoriasis.



Dermalogica's  
UltraCalming Serum  
Concentrate



Dermaheal's  
2-Week Miracle  
Rise N Shine



Riversol Skin Care  
Inc's T-Plus

"Hyperpigmentation can also be a sign of a concerning type of skin cancer called melanoma," says Rivers.

### Treatment

"One of the issues with regards to treatment is that in many cases, the people treating in the spas aren't trained thoroughly enough to know what they're looking at," says Rivers.

"For a spa, I wouldn't avoid treating hyperpigmentation," adds Rao, "but I would recommend testing a product on an area that isn't cosmetically sensitive and go from there."

The facial sites, which are often the most important to those affected and where hyperpigmentation is most commonly seen, are the cheeks, upper lip, forehead and chin. When using a topical cream test it on an elbow or a leg before applying it to the face. A cream can cause peeling and may be too severe for skin already traumatized by melasma or postinflammatory hyperpigmentation.

Some of the treatments that are more aggressive than a topical cream should also be approached with caution, according to Rao.

"Chemical peels are quite extreme; they peel much faster than with a topical cream," he says.

Other options for treatment in the spa include intense pulse light treatment, microdermabrasion and cryotherapy.

"A technique called needling can also be used, which creates small, superficial holes to let the pigment escape," says Rao.

For something as complex as hyperpigmentation, which can be the result of many interconnected factors, Rao advises trying a tool called a Woods Lamp, which shines light on the skin causing the pigment to appear darker. If the pigment is shallow, it will appear very dark and you can go ahead with a spa treatment.

"If you have the benefit of working with a physician who could prescribe some therapies, that would be the best approach," he suggests. ❖

## The ABCDs of Melanoma

To identify a skin discolouration as a possible melanoma, dermatologists refer to the "ABCDs of melanoma," according to Dr. Jason Rivers, a clinical professor of dermatology at the University of British Columbia.

"It can be found more commonly in people who are fair-skinned than those who are darker," he says. "A stands for asymmetry; B is for a well-defined but irregular border; C is for colour variation, as it can be black, brown or maybe even some white; and D is for diameter. If it is wider than maybe a pen's width, that is a concern."

If you see anything unusual while performing a service for a patient, be sure to let them know.



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## Welcome Home

CND welcomes back Danielle Devine as Education Director. Devine will work closely with education ambassadors to provide reliable education tools to nail professionals and make education a key sales driver for the company.

Devine joined CND in 1995 as Nail Enhancements Marketing Manager. During this time, she helped launch award-winning Brisa Gel. Devine was promoted in 2004 to Marketing Director, where she worked closely with nail professionals to generate products of interest to industry experts.

After the birth of her daughter in 2005, she took time off and rejoined CND as a Consultant in 2007. In this role, she helped rebuild CND's Education toolbox, revise the CND Encyclopedia and develop a new instruction style for education ambassadors backed with comprehensive manuals. Finally, she built an intensive Global Education Program that unified CND education worldwide. "During nearly a decade with CND, Danielle's contributions to education have been impressive and important to the company. And now, education will be led in to the future with Danielle's experience, confidence, dedication, vision and mission," says CND Co-founder Jan Arnold.

[www.cnd.com](http://www.cnd.com)



## Justin Time

Teen pop artist Justin Bieber is launching a line of nail polish inspired by his biggest music hits in conjunction with Nicole by OPI.

"We are thrilled to team up with such a widely beloved singer who has made major waves in pop culture," says Suzi Weiss-Fischmann, VP and Artistic Director at OPI. "The colors in the collection are modeled after the upbeat and emotive nature of Justin's songs, as well as his own unrivaled energy."

With shades like One Less Lonely Glitter (lavender), Prized Possession Purple (grape), Give Me the First Dance (silver) and Me + Blue (dark blue), the first six colors in the line will be sold through Wal-Mart retail stores in December 2010. The remaining shades will hit shelves in January or February 2011.

[www.opi.com](http://www.opi.com)



## Awards Presented

CND presented its annual awards to employees who honour the company's philosophy of providing exemplary service and creating a positive workplace.

MaryAnn Garcia was presented with the Fourth Annual Mary Nordstrom Memorial Award, which is given to an employee who, during the year, has most embodied the true spirit of the matriarch of CND, Mary Nordstrom.

On top of managing her team, MaryAnn took on additional staffing during the exponential growth experience of the Shellac launch while also lending a hand to Distribution Services and Domestic Sales teams.

Karen Scheaffer was named Employee of the Second Quarter. Karen takes her position as the Front Office Coordinator very seriously and helps to support the Sales and Executive team through her administrative duties and overall coordination. Karen has been a member of the CND team for over 13 years.

[www.cnd.com](http://www.cnd.com)



Garcia



Scheaffer

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► **Gehwol's** med brand unveiled a new addition to the product family with Gehwol med Callus Cream. A one-month treatment with the new cream guarantees the rapid and gentle removal of excess calluses on feet. Removing rough calluses at home can be tedious, time consuming and almost impossible. Gehwol's new Callus Cream allows for an easy at home treatment that not only removes calluses, but also keeps feet smooth and moisturized. [www.gehwolonline.com](http://www.gehwolonline.com)



▲ **ORLY's** new Instant Artist Collection is an extensive color palette designed to satisfy the most exotic of tastes and allow clean and precise designs to be achieved by artists at every skill level. Each shade has a tapered brush to deposit color right where you want it, making creative and innovative designs a snap. Standout tools, including the detailer and striper brushes, along with the dotter duo and step-by-step tear-off cards, make it easy for you to unleash your inner artist. [www.OnlyBeauty.com](http://www.OnlyBeauty.com)



◀ **SpaRitual** wants to give cuticles a nourishing drink with its new Cuti-Cocktail Pen and Pusher, the first Vegan and eco-friendly cuticle pen. While a cocktail of Evening Primrose, Grapeseed and Aloe Oil that penetrates the nail matrix, scents of Ginger and Fuji Apple float about. The pen hydrates and protects skin around the cuticle area, preventing hangnails and encouraging healthy, strong nail growth. [www.sparitual.com](http://www.sparitual.com)



◀ **OPI's** fall fashion palette is made all the richer with the new DS radiance and DS magic shades from Designer Series. The shades combine two of the season's sumptuous jeweled tones with the elegance of the Designer Series diamond-dust formulation. The Fall 2010 series is available now. [www.opi.com](http://www.opi.com)



◀ **CND** and fashion designer Jason Wu join forces to create the limited edition Jason Wu Collection that honors iconic women through wearable, timeless shades. Miss Wu, a warm grey that dries matte with subtle chrome sheen; Brigitte, a voluptuous warm pink; Sophia, a gorgeous mushroom taupe; and Veronica, a blue-based, oxblood, all layer nicely under Anna Effect, a textured finish. [www.cnd.com](http://www.cnd.com)





**Biodroga Systems'** new anti-aging skin care line Anti-Age Cell Formula is based on the latest scientific findings with regard to skin stem cells and starts to work in several places where skin aging has its origin. The line includes day and night creams for both dry and regular skin, eye cream and a firming mask.

[www.cudema.com](http://www.cudema.com)

**Mary Cohr's** New Youth System is a dual action product that simultaneously activates cell function while rejuvenating skin to create a firmer, more youthful look. Cellular Life Concentrate stimulates cellular activity and helps the skin activate its natural capacity for self-regeneration. The rejuvenating action increases collagen production and the number of elastic fibres below the surface, firming up the skin.

[www.baronesse.com](http://www.baronesse.com)



**Institut' DERMed** expands its product options to include a newly designed Clarifying Infusion Treatment. Detoxify and refine skin with the Anti-Oxidant Infusion Professional Treatment. Intensive oxygenating botanicals, enzymes and natural acids lift dead skin cells, purge clogged pores, and even the skin's tone and texture. Treatment includes Clarifying Infusion Toner, Oil, Mask and Serum.

[www.idermed.com](http://www.idermed.com)



**Procure** introduces a green series of phyto-multifunctional nourishing complexes in the Advanced Skin Savoir-Faire line. Tailored for basic and specific skin care needs, this series is 100 per cent free of harsh and potentially irritating sulfates, soaps, parabens, dyes, phosphates, lanolin, mineral oil, formaldehydes and phthalates. It is also zero-animal. Five different show gels target skin from dry to oily and range from energizing to calming.

[www.snobgirls.com](http://www.snobgirls.com)

**Sothys** new Nutritive Comfort Cream intensely nourishes the skin and protects from premature aging. Skin is left soft and silky. The texture is soft and generous, and feels like a second skin. The fragrance is floral, fruity, passion. Complimenting this, the Essential Lipid Elixir is an ultra-nourishing SOS oil care. The skin is immediately soothed by the dry oil texture and the soul is soothed by the floral, fruity fragrance.

[www.sothys.com](http://www.sothys.com)



**Masters Colors'** fall/winter make-up collection, Princess Colors, is a feminine and sensual collection with a delicate, seductive theme. A world of 18th century nuances revisited with an element of modernity, the line includes a light and fresh powder, eye shadow, lip colour cream and nail colour.

[www.baronesse.com](http://www.baronesse.com)



**Dr. Belter's** Multiactive Collagen Eye Mask features pure collagen pads and an eye contour serum that gently and effectively stops dryness, wrinkles and puffiness immediately. The eye contour serum is cooling, refreshing and instantly firming. With amino-peptide Eyeseryl to combat fluid accumulation, Lumin-Eye-Complex with anti-oxidant Ash tree extracts and vitamin B3 to strengthen blood vessels and Euphrasia extract to calm the tissues, this serum supports and heals the eye area. Liquid crystals in the serum burst under gentle massage to deliver instant hydration.

[www.drbelter.co.uk](http://www.drbelter.co.uk)



**Heaven's Alchemy** brings two new fragrances this fall—Jerusalem and Baghdad. Like the smoldering flow of incense, Jerusalem washes over you. Rare and royal treasures from deepest history mingle in this exotic, soulful potion. Created to inspire, a mystical flame of fragrance from one of the world's most ancient spiritual centers. Magical gardens, hypnotic rhythms, intoxicating poetry and heartrending beauty await within Baghdad. From the noble center of culture and refinement—a sensual and irresistible perfume.

[www.heavensalchemyperfumes.com](http://www.heavensalchemyperfumes.com)

## Helping Women the World Over

At the Clinton Global Initiative Annual Meeting in New York City, Jane Wurwand, Founder of Dermalogica, committed to help 25,000 women across the developing world achieve Financial Independence Through Entrepreneurship.



Dermalogica will partner with Kiva.org, the world's first and largest online microlending marketplace, to help 25,000 women of all trades worldwide access capital through microfinance, helping them to grow or start their own businesses.

Microloans are sought most often by women who, in many parts of the world, without access to education or banking. Indeed, about 70 per cent of people in the world living in extreme poverty are women.

Says Wurwand: "From the beginning of our business, we've been an active part in helping women get their start, and now we're extending the concept beyond our own industry."

[www.dermalogica.com](http://www.dermalogica.com)

## LSC Awards Announced

Leading Spas of Canada announced its 2010 Industry Award recipients at the Networking and Spa Education Forum in Mississauga, September 20.



The President's Award, awarded for outstanding contribution to the future of Leading Spas of Canada, was presented to Deb Thorn, Former CEO of Temple Gardens Mineral Spa and current President and CEO of Saskatchewan South Central Enterprise Region.

Paul McIntyre of the Vintage Inns was awarded the Outstanding Achievement Award. The introduction of the Sustainability Award this year generated many applications, with The Spa Ritual in Calgary, Alberta, demonstrating the most comprehensive sustainability plan.

Grotto Spa at Tigh-Na-Mara Seaside Spa Resort in Parksville, British Columbia, awarded the Quality Assurance Award.

Long-time LSC Director and supporter Dr. Wendy Smeltzer, founder of Sante Spas, received the Education Award.

[www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)



## Celebrating Success

The Repechage 12th Annual Congress for Salon and Spa Professionals took place August 2-4 in New York City and had its largest attendance yet. Speakers from all corners of the beauty industry educated salon and spa owners, distributors and estheticians hailing from across the United States and 11 other countries.

The daytime education portion had an energetic kickoff with Lydia Sarfati, CEO and Founder of Repechage, counting the 10 BIG Trends of 2010, giving insight on what turns trends mainstream and what to expect from the beauty industry this year. The eight additional keynote speakers included, Shiri Sarfati, Vice President of Sarkli-Repêchage; Deedee Crossett, Founder of the San Francisco Institute of Esthetics and Cosmetology; Eric Lewine of Belvedere; Denise Fuller, Editor-in-Chief of Les Nouvelles Esthetiques & Spa; Candice Manacchio of CND; Dr. Leon Alexander; Dr. Randall Feingold; and Dzigbordi Dosoo, CEO and Founder of Allure Africa Ltd.

On August 2, Lydia Sarfati celebrated the 30th year of the company by reciting The Meaning of Success by Ralph Waldo Emerson to 200 skincare and spa professionals. Marking 30 years since she first launched her career-altering Four Layer Facial, the night kicked off with close friends sharing memories of Sarfati's beginnings while a slideshow of photos played in the background and was followed by the highly anticipated announcement of the annual Repechage Spa de Beaute of the Year Award winners.

Michelle Lamb of Lemongrass Spa, from Valdosta, GA, accepted the award for Day Spa of the Year. Julie Mahoney of Oasis Day Spa from Weymouth, MA, accepted the award for Skin Care Spa Center of the Year and Mayola Amador of Melange World Spa from Neuvo Vallarta, Mexico accepted the award for Destination Spa of the Year.

Finally, Sarfati's skin care blog is now live. The blog features articles on skin care, success stories from spas around the world and a host of other content.

[www.repechage.com](http://www.repechage.com)



# TRAINING Quebec

MARY COHR

**Vaudreuil:** Visage—Niveau 1, November 15-16

## PAYOT

**Vaudreuil:** Visage—Niveau 1, November 15-16.  
Info: 888 458-4545

## LABORITOIRE DR. RENAUD

**Laval:** Marketing & Publicite Niveau 2, November 10, November 16; Ressources Humaine and Gestion d'Employes, November 24; Vente et Objectif, November 15, November 22.

# Newfoundland

## EAST COAST BEAUTY

**St. John's:** Level 1 Artificial Nails—Beginner (5 days), November 23-December 21; Electric File, November 19, December 3; Level 2

Pedicure—Advanced (3 days), December 1-16; Classic Pedique, November 18; LCN Professional Nails Workshop, November 25, December 10; LCN Light Cured Nail Art Workshop, November 18, December 3; LCN Permalash Workshop, November 26; RVB Professional Facial Waxing Seminar, November 22

**Corner Brook:** Electric File, November 25; LCN Professional Nails Workshop, November 23, December 6; LCN Permalash Workshop, November 18, December 8; LCN Light Cured Nail Art Workshop, November 25  
Info: 800 563-1900

# British Columbia

## BIO SCULPTURE CANADA

**Vancouver:** Certification Course, December 5; Advanced Sculpting, December 6; Nail Art, December 6.

**Kelowna:** Certification Course, November 28; Advanced Sculpting, November 29; Nail Art Course, November 29.

Info: 877 424-6435 ext. 809

# Ontario

## NORTH AMERICAN SCHOOL OF PODOLOGY

**Toronto:** Level 4—Advanced Skin and Nail Pathology, Diabetic Foot Syndrome, November 28-29; Week 5—Residence Practicum (1 week), February 2011 (St. Kitts, West Indies).  
Info: 888 442-4408

# Online

## INTERNATIONAL PEDICURE ASSOCIATION

Your Client's View from Underneath. Skin Disorders of the Sole of the Foot, November 29, TBD.  
Info: [www.pedicureassociation.org](http://www.pedicureassociation.org)

*Do you have training or events you'd like to tell the industry about? Let us know by sending an e-mail to [trogers@dvtail.com](mailto:trogers@dvtail.com).*

# EVENTS

## November

Cosmoprof Asia  
November 9-11,  
Hong Kong, China  
[www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

DSA-IMSA Regional Meeting  
November 13-15,  
Indianapolis, Indiana  
[www.dayspaassociation.com](http://www.dayspaassociation.com)

Annual ISPA Conference & Expo  
November 15-18,  
Washington, DC  
[www.experienceispa.com](http://www.experienceispa.com)

## January 2011

The Medical Aesthetics and Spa Marketplace  
January 28-30,  
Honolulu, Hawaii  
[www.medaex.com](http://www.medaex.com)

International Makeup Artists  
Tradeshaw

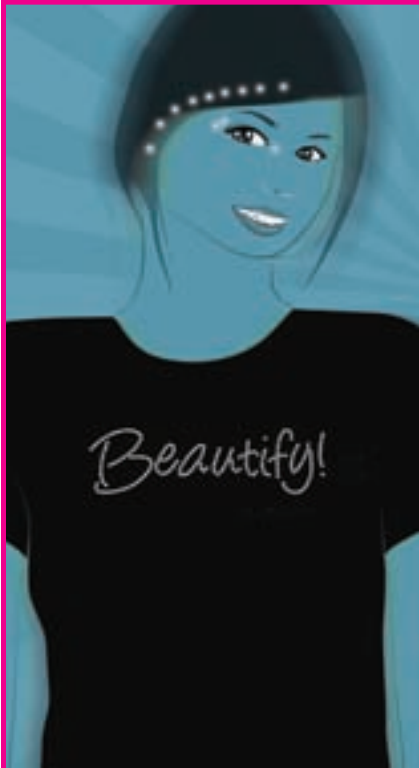
January 29-30, London, UK  
[www.imatsshow.com](http://www.imatsshow.com)


New York International Gift Fair  
January 29-February 3,  
New York, New York  
[www.nyigf.com](http://www.nyigf.com)

Hair and Beauty Germany  
January 30-31,  
Frankfurt, Germany  
<http://hair-beauty.messefrankfurt.com>

SpaTec Asia  
February 16-19,  
Kota Kinabalu, Malaysia  
[www.mcleaneventsinternational.com/events/SpatecAsia2011/about](http://www.mcleaneventsinternational.com/events/SpatecAsia2011/about)

Day Spa Expo  
February 27-28,  
Las Vegas, Nevada  
[www.dayspaexpo.com](http://www.dayspaexpo.com)





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# Janice Colatruglio



**J**anice Colatruglio graduated from Esthetics in 1976 and opened the Riverstone Spa in 2005. She has always been in the industry and has done everything from owning her own salon to being an instructor of Esthetics and Electrolysis for 14 years at European School of Esthetics in Winnipeg.

**MY FAVOURITE WAY TO RELAX IS...** being at the cottage with family and friends.

**IF I WAS VISITING A SPA...** I would try something new.

**I FIND MY INSPIRATION...** reading spa and health and wellness magazines.

**THE HARDEST THING I HAD TO DO...** was opening a spa in a new hotel. It meant lots of long hours and hard work, but was very rewarding!

**THE SECRET TO GOOD CUSTOMER SERVICE IS...** to treat them like you want to be treated. Listen to your clients' and staff concerns. ❖

Would you like to be featured in Soul to Sole? Send an e-mail to [trogers@dvtail.com](mailto:trogers@dvtail.com).



# Holiday Specials

November-December 2010

Belmonda

## VEA SPA soak-off GEL POLISH COLOUR PROMOTION

Soak-off Gel Polish goes on and soaks off in minutes without ever damaging the natural nail. Flawless, long lasting nails in a fraction of the time - so fast, so easy and so affordable.



Buy 20 1/8oz colours & 36 watt UV lamp for **ONLY \$199**



## HYDRAULIC BED

D-3668 Reg \$760 **SALE \$695**



## GD - TROLLEY

XXY58059 Reg. \$235 **SALE \$199**

## BODY LUSH HYDRATING WRAP



A moisture-binding emollient that provides deep, lasting hydration and protection for the skin. This unique offering can be used in place of a body mud in any spa treatment. Leaves an intense hydration on the skin, enhancing defenses and soothing even the most sensitive skin. A rich, soft, warming balm uniquely melts on contact, leaving skin perfectly hydrated, with no need for additional finishing products, saving you time and money. Made with Shea Butter.

BSBLHW4Z (4oz.) **\$27.95**

BSBLHW20Z (20oz.) **\$53.95**

BSBLHW51Z (51oz.) **\$96.5**

## NEW! SPA TO GO KITS "GREAT FOR RETAIL"



Contains: 8oz. butter, 8oz. fine salts, cuticle conditioning stick & **FREE** elixir. Available in 2 fragrances: Milk & Honey# 3200 and Pomegranate & Fig #3201 **ONLY \$24.95 ea**



Purchase Lemongrass & Lavender 19 oz. Sea Salts #3194 for \$19.95 and receive 8oz. butter #3172 **FREE**

## CUCCIO PROFESSIONAL



Buy Cuccio 8oz. Lytes Milk & Honey#3149 or Pomegranate & Fig #3144 for **\$8.75** get Hydrating body butter wash **FREE**

## NEW!

Holiday Lacquer collection **"TIS THE SEASON"** with **FREE** Holiday beauty bag.



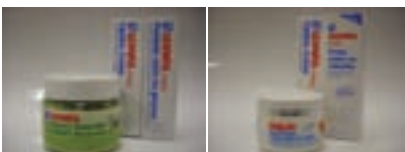
Tis The Season (18 pc) #450636 **\$107.00**

Tis The Season Beauty Bag #45041P **\$17.85**

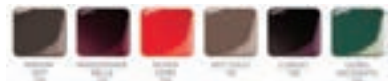
## GEHWOL

### HOLIDAY KITS

20ml callus cream/20ml lipdro/50ml hand cream/  
2 samples #GE-HOLIDAY PKG 1 **\$7.95**  
20ml med cracked/20ml lipdro/100g herbal bath/  
2 samples#GE-HOLIDAY PKG 2 **\$7.95**



## essie NEW "WINTER" COLLECTION!



4pc mini cube #2578 **SALE \$11.00**



6pc mini cube #2579 **SALE \$29.70**

12btl Display #2580 **SALE \$59.40**

36btl Display #2581 **SALE \$178.20**

## NEW PRO POWER 30K DRILL

#PRO 30K Reg. \$425 **SALE \$365** and receive **2 FREE BITS**

30,000 RPM variable speed control  
Lightweight hand piece  
Easy twist lock  
No vibration - quiet operation  
Forward & reverse includes free foot pedal  
1 year warranty



**SAFEGAUZE** 4x4

#4544 Reg. \$13.25 **SALE \$11.95**



**FACE MASK** 50ct Earloop

#603 Reg \$7.70 **SALE \$6.50**



**TONGUE DEPRESSORS** 6" 500/bx

#40006-MED Reg. \$11.90 **SALE \$9.95**





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Laboratoire Dr Renaud invents the "Self-Lifting"!  
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\*A worldwide preview: Laboratoire Dr Renaud uses the Metabiotics™ Resveratrol that won the European Prize for Cosmetic Innovation in 2009, a major breakthrough in rejuvenating skin care.