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Canada's spa connection

Spring 2012

*Boutique luxury at
Sweetgrass Spa*

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of the spa goer

Wedding services

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business opportunity

Top beauty
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The beauty business

The fast-paced world of aesthetics and beauty innovates at a rate that rivals the IT industry. Staying on top of the latest trends, practices, techniques, tools, products, and hot spots, is a full-time job. This issue explores some of the key roles spas play in helping clients define and accentuate their beauty.

There's no time like a wedding for a woman to want to look her best—the glowing, beautiful bride is an integral part of the whole fairytale story. Spas can be a vital ingredient in the recipe for a successful wedding, providing pre-wedding services through the actual beauty rituals on the big day. Learn more about maximizing your wedding business on page 17.

As trends come and go, and new product lines launch, do you ever question how important it is to stay on top of the latest information? We have the answer (page 20) and it appears our business is run by savvy individuals who maintain an up-to-the-minute knowledge of their industry.

Staying current is a full-time job, and at *Spa Inc.*, we're focusing on the great relationships and massive amount of information available through our online networks. Please come join us, on Twitter (*SpaIncMag*) and Facebook (*Spa Inc.*) and share your ideas and inspirations. Through these networks we can all be "in the know" about our terrific spa industry, the amazing people behind it, and the coming trends and practices to adopt.

Heather Ednie

We regret the error

In the *Spa Inc.* Winter 2011/12 issue, a photo of the G.M. Collin Phyto Stem Cell+ line was labelled, "G.M. Collin Mineral Sun Cream SPF 25."

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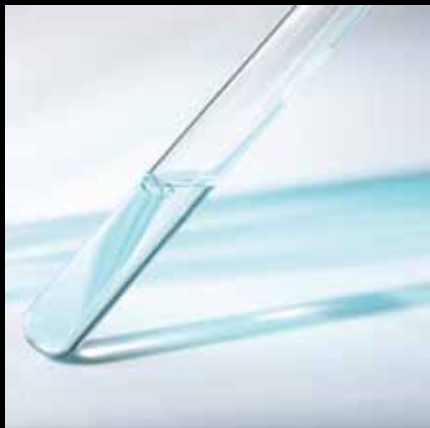
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All that glitters

Sparkling Hill Resort is a shining example of a top-quality spa destination. The gorgeous facility in Vernon, British Columbia, adorned with 3.5 million Swarovski crystals, recently received a four Diamond rating from AAA, putting it in the top five per cent of the 31,000 properties reviewed. It also won a 2012 Travellers Choice Award in the Relaxation & Spa category from TripAdvisor.



Let's get sweaty

LeNordique spa et détente in Stoneham, Quebec, has added a traditional German event to its Sunday program, designed to increase sweating and create healthy benefits throughout the entire body. The Aufguss Sauna event features the sauna master throwing water on hot lava stones, creating a cloud of steam. Meanwhile, he makes circular movements with a towel to circulate the air, raising the ambient temperature at the level of participants. Essential oils are added to the water, and frozen fruit is distributed at the end. The whole experience takes about 12 minutes.



Photo: Denis Faucher

Mani Madness

More than 100 aestheticians, nail technicians, and aesthetic school students attended Belmonda's Orly GelFX launch workshop, at the Holiday Inn-Pointe Claire, Quebec, on February 27. The first of its kind in Canada, attendees were extremely pleased with the presentation, artwork, visuals, and of course—the Orly Gel FX. Clients learned about using the product and were able to try it on-site. Participants were able to "load up" on Orly specials on their way out – the professional kits were the favourites.



Grail Lady Faire

Women from across the country will join together at Grail Springs, in Bancroft, Ontario, June 25 to 29 for the Grail Lady Faire, a five-day festival for women, celebrating women. A fabulous line-up of speakers and facilitators includes women from every walk of life: musicians, comedians, financial experts, gurus, health advocates, astrologers, dance artists, and nia instructors, including Almas Jiwani, president, United Nations Women Canada. Health and wellness will be at the forefront throughout the event.

Nails gone wild

Toronto region aestheticians and nail technicians took advantage of an opportunity to hone their knowledge at the 2012 Bio Sculpture Gel Trade Show and Information Event at the Hilton Garden Inn Toronto Airport on March 25. Hot on the agenda was new products, new techniques, and lots of new colours in the Bio Sculpture Gel line. Look out for Bio Sculpture Trade Shows coming to a city near you in 2012.



Marie Préfontaine and Myriane Bonin accepting the prize. Credit: Denis Lemelin

Green actions awarded

Auberge de la Montagne Coupee, in Saint-Jean-de-Matha, Quebec, was awarded the RéserVert prize at the Annual Congress of the Quebec Hotel Association (QHA) in early February. This award honours the hotel with the most notable effort and actions under the RéserVert program, a sustainable development program for the Quebec hotel industry.



Boutique Luxury

Sweetgrass Spa sticks to its mantra of women helping women, for decadent, restorative results



Sweetgrass Spa is an award-winning, yet unintentionally well-kept secret. This is because Sweetgrass is part of Verity, Toronto's only women-focused business, social, fitness, and wellness club. Unbeknownst to many, you do not have to be a member of Verity to enter the doors of Sweetgrass.

Catering to the well-heeled woman who lunches as well as the many professional women working and living downtown, Sweetgrass is located in a stunningly restored 19th century chocolate factory where clients can access an ozonated swimming pool, whirlpool, and infrared sauna, as well as a

steamroom. Spa catering is provided by George, Verity's Zagat award-winning restaurant. The spa decor is very feminine, with pops of pink and orange against a backdrop of white and neutrals. Driftwood, bamboo, cork and stone provide the necessary connection to nature. The rounded corners and flowing spaces create a positive energy.

"[Founder] Mary Aitken envisioned this place as a spacious area for the woman-on-the-go to come in and relax," says Monique Joustra, spa director. Instead of a long hallway with rooms on either side, which can be a little disruptive between treatments, Sweetgrass has three treatment areas in different locations



surrounding the swimming pool. "It's very serene down here even though it's incredibly busy," she adds.

The Holistic 24-Karat Gold Facial is the spa's newest feature from Germany's Dr. Hauschka line. It includes a personalized deep cleansing masque, lymphatic drainage massage, followed by the 24-karat gold leaf that is applied on top of a hydrating masque and massaged into the skin.

"It's a great antioxidant," says Joustra. "It's good for fine lines and wrinkles and it also helps with hyperpigmentation. I previewed the treatment about a month ago and out of all the products

I've used on my face, I've never seen such a great result in one treatment. It's recommended in a series of six, though the results after one treatment were phenomenal."

Another feature on the menu, the 90-Minute Facial, is actually a full-body experience including a scalp massage, lymphatic drainage, and hand and foot massage. "When the masque is on the face, we don't leave the room and come back in 20 minutes because that would be terrible," Joustra says. "It's an experience on its own. It's like a mini vacation." The Lomi Lomi Massage and Working Girl Mani-Pedi are also popular items for Sweetgrass clients.

ambiance *sweetgrass spa*

After being in the spa business for 20 years, Joustra has an eye for staying on trend and listening to her clients' needs. Last year she introduced eyelash extensions, which are now a "huge, huge, huge" part of her business.

"At first everyone looked at me oddly because this is mostly a conservative clientele," she says. "Then I had my whole frontline staff, including myself, suited up with these lovely eyelashes and everyone was asking, 'What mascara are you girls using? Your eyes look fantastic all the time!' It was the eyelash extensions. So now we have eyelash hysteria and we can't seem to have enough time in a day to accommodate the demand."

Her future plans include developing the spa's own private label of cosmetics to complement the lip gloss line also launched last year. There is also demand for some medical aesthetic treatments such as injectables.

"I want to cater to all markets within this industry but I'll have to find somebody who is a good fit to be able to do it at Sweetgrass," says Joustra adding she only hires senior therapists with a minimum of five years' experience.

Opened: 2004

Size: 15,000 square-feet

Number of treatment rooms: 9

Number of staff: 30

Retail: Dermalogica, Dr. Hauschka, SkinCeuticals

Above all, Joustra stresses the Sweetgrass mantra of women helping women. "We don't want to stress people out when they come to Sweetgrass. We want them to feel recharged, rejuvenated, refreshed, and ready to get back out there again.

"I don't think women get enough recognition from home, from their employers, from whomever. Here, they can feel nurtured and they can feel that they're supported. We're all the same when we're in a robe." ♦



Sweetgrass was named one of Canada's Top 50 Spas in Book4Time's 2012 spAWARDS.

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NEW!

A beautiful business

Savvy spas focus beauty services to create customer loyalty

Customers won't hesitate to switch companies due to poor service, whether it's the phone company that keeps them on hold or the sales attendant busy gossiping with her co-worker. This also applies to spas. Half-off discounts and two-for-one specials will bring in business, but you won't gain the loyal clientele to grow your spa if your staff is inattentive.

"It's so simple yet people overlook this," says Vivienne O'Keefe, Spa Profits Consulting. O'Keefe says a lot of staff are caught in a rut. Spa staff must be attentive to customers' needs and recommend products that are appropriate, not just those that need to get off the shelf. "I have spas that are doing that and they're growing. Their retail is up and their services are up," says O'Keefe.

Building blocks

Spas generally have a range of beauty services to present to the client and use to build customer loyalty. Leslie Lyon, founder, Spas2b Inc. identifies three opportunities to promote your services: before the booking, during the treatment, and afterward. She suggests for a first-time manicure booking, perhaps you automatically upgrade the client to a deluxe manicure for the same price. "They may never turn back to that basic mani," says Lyon. If the client declines and wants to continue with the basic, the therapist may upgrade her client during the treatment if time permits.

"Your costs are minimal and if the therapist does not have a service after that, then why not? It's all about building the future... locking in our clients," says Lyon. However, you want to stay away from "the push," which is telling the client she can benefit from an additional treatment and then mentioning the extra \$5 or \$10 she will have to pay to get it.

After the treatment, educate the client about how she can benefit from an upgraded service, be it extra hydration, pigmentation lightening, etc. Let her know if she wants to get the best value



from the treatment, a deluxe or spa manicure may be more suitable. But if all she wants is a buff and quick polish change, that's fine, too.

Something special

While customer care is an important factor in growing your beauty services, value-added incentives and specials do make a difference. Lisa Kozoriz, managing director, The Ten Spot, in Toronto, says because her spa offers basic services (manicures, pedicures, facials, waxing) they can make an impact on their guests by offering specials and deals. The Ten Spot recently brought back The Hot Box, a popular special. "With any booked Brazilian, they receive a lip wax or an eyebrow clean up," says Kozoriz. "We like to do things for free rather than a discount. I think it's a bit more meaningful," she says. The Ten Spot also offers a club card. Clients receive one point for every \$10 spent on a service. Once the client racks up a certain number of points, she can redeem for a free service.

Know your clients, be attentive to their needs, and offer that little extra to make them feel pampered. The loyal clientele you build will be your perfect reward. ♦

>> The 3 L's



> **Listen** to what your client is telling you. If she hates her sun spots, you know what to recommend.

> **Look** for visible signs and recommend add-ons that complement the treatment. For example, cracked cuticles deserve a nail conditioner with the manicure.

> **Learn** how to approach your client with product and treatment suggestions in a warm and non-threatening manner. No one likes a product pusher.

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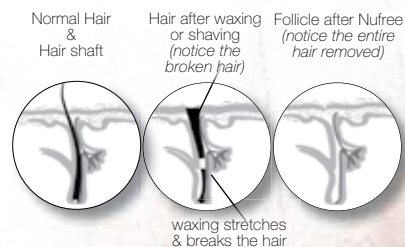
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What brides want

Spas say “I do” to the wealth of business opportunities this wedding season has to offer

With wedding season approaching, brides are scouting for the perfect spa or salon for their beauty regimen in preparation for their big day. Every bride wants to be the centre of attention—a princess for a day. From offering on-site visits to the bride on her day, to complimentary champagne and hors d’oeuvres, if you can simplify her life and be attentive to her needs, she may recommend your spa to friends who have upcoming weddings. So pamper her, prepare her, and create a spa experience she will remember.

That extra something

A tough economy coupled with wedding costs will have any bride searching for savings. “She will be looking for a deal or promotion, so always offer her an incentive,” says Caterina Cerilli, proprietor, Polished Beauty Bar, Richmond Hill, Ontario. Cerilli advises spa managers to keep in mind that a discount can go a long way, since the bride will be showing off your services to her guests. “She is literally a walking advertisement for your spa,” says Cerilli.

Brides tend to treat their bridal parties to a spa day, so group discounts are especially attractive. “If there’s a group of five or more we’ll definitely allocate a discount depending on the group and what they’re booking in for,” says Nicole Lynch-Welch, regional manager, Vancouver Vida Spas. For example, if a group books a mani/pedi package, they may receive a 10 per cent discount.

Value-added perks, such as complimentary champagne and strawberries, can be built into the package price. If your spa does not have a liquor license, tea or smoothies are

a great alternative to serve with fresh fruit or tasty treats. Lynch-Welch says while Vida Spas do not serve alcoholic beverages, guests are welcome to bring in their own treats to be served by spa staff.

Complete your bride’s spa experience with a take-home gift, a thoughtful way to express well-wishes for her wedding day. Consider a scented candle or deluxe product samples. If the bride is having



Hot ideas to tempt the bride-to-be

Pre-wedding pampering: The bare basics

- Manicure
- Pedicure
- Facials, microdermabrasion, intense pulsed light
- Body scrub
- Spray tan
- Brazilian wax

The big day: The essentials

- Makeup
- Hair wash, blow dry and style
- Manicure

Time together: Candles, champagne and cozy quarters

- Couples massage
- Couples manicure and pedicure
- Mineral soak

Girls’ day: They want to have fun and get dolled up, too!

- Manicure
- Pedicure
- Swedish massage
- Lunch

Living in luxury: Would you like some caviar with your facial? And other luxurious treatments

- Caviar facial
- Oxygen facial
- Aroma stone massage
- Moor mud wrap with massage
- Eucalyptus scrub with argan oil application



makeup done, present her the lipstick so she can touch-up throughout the day. You may also choose to give the gift of spa. Absolute Spa Group is launching a spa bridal registry, says Jill Bryan, regional manager. Many couples live together and do not need a blender or towels. Luxury pampering can add up, and a registry allows guests to contribute to spa services for the bride (and the groom).

At your service

Brides may have manicures and pedicures done prior to the wedding, but on the wedding day they need hair and makeup. "Having staff that are willing to travel to the bridal party is of increasing demand," says Alison Slight, managing director, Candace+Alison, a Toronto-based luxury events and wedding planning firm. "Wedding days are hectic, and going to the bride is more convenient and relieves her stress." Travel costs can be added to the package price or determined upon booking depending on location.

Extended or flexible hours can bring in extra business. This is the case at Willow Stream Spa at The Fairmont Banff Springs, which attracts brides who are getting married at the grand castle and

others. This spa has the advantage of being one of the few spas and salons in the area that are open on Sundays. Willow Stream Spa operates seven days a week and has flexible hours. "If someone has a wedding party and they have to start at six or seven, we can accommodate that. We're very flexible with time," says Pam Ouellet, spa director at Willow Stream Spa at The Fairmont Banff Springs.



Your bride has chosen your spa to escape the wedding mania, relax with her girlfriends, and get ready for her big day. She's putting herself, and her wedding party, in your professional hands to ensure a stress-free, glamorous outcome. Accommodate her and make her feel like a queen with thoughtful, value-added perks, may it be a discount, a gift or opening your spa an hour earlier to start hair and makeup. You will be rewarded through word-of-mouth marketing, and you will likely have a new repeat customer. ♦

Quaint Spa In Heritage Village For Sale In Toronto 10 months New



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Photographer: Greg Swales | Clothing Stylist: Mathew Chow | Makeup: Cody Alain
Hair & Hair Colour: Timothy Switzer - Timothy and Co. Salon and Spa - Oshawa, Ontario



Taking on trends

Strike a balance between fashion-forward and client-friendly makeup trends

Metallic blue shadow or bright orange lips may not be the average spa client's idea of beauty; however, as daring as runway makeup can get, spas that offer makeup application should make a point to keep up with trends. "Fashion trends definitely have relevance in our industry," says Shawn Towne, global educator for Iredale Mineral Cosmetics. "Our consumers, however, can sometimes be intimidated by 'couture or high fashion' because it seems so avant-garde and unrealistic in comparison to what they are comfortable wearing. But, with that said, they do want to look current. Nobody wants to be out of style."

To follow or not to follow

Makeup artist Vanessa Jarman, using Rimmel London for P1M.ca, believes following makeup trends is a smart business strategy for spas. "It never hurts a business to have employees that are able to relay information and educate their clients. Clients want to trust in their spas and salons to inform them about what's happening in the fashion world, always," says Jarman. Keeping the latest products constantly in stock may not be profitable as trends change quickly. The balance lies between staying updated and educating your clients and not importing every new eyelash growth formula that comes on the market. Jarman says when spa staff embrace makeup trends, it shows their clients that they are current. "Clients want to make sure they are being handled by the best in the industry—people who are in the know of what's happening." Before you reach for that frosted pink lipstick, you should know whether there's been an '80s revival. Being able to teach, educate, and stimulate your clients with your vast knowledge of techniques and colours will keep them coming back.

Yvonne Sharma, manager at The Spa at Markville, says her staff aims to make their clients look good and feel good. "How are we going to do that if we don't know what's going on?" While they use Jane Iredale Mineral Cosmetics and receive seasonal trend information from their supplier, they are also committed to staying on top of what's going on by studying magazines.

Magazines, film and television, and award shows are valuable



resources for staying informed. One of Towne's favourite resources is *Allure* magazine, which he describes as the foremost beauty publication that talks about trends and shows clear interpretations of them. Red carpet events, such as the Oscars, Grammys, and the Golden Globes, are his other favourite resources. Why? "While consumers often can't relate to a runway model, we all have our favourite celebrities or movie stars who usually have good makeup artists, hairstylists, and wardrobe stylists that know current trends," says Towne.



Get in the groove with Google

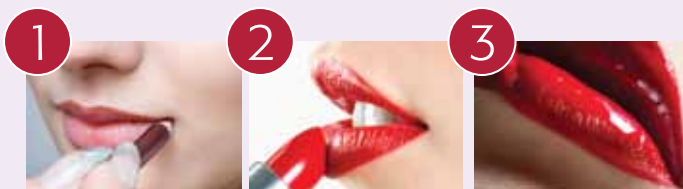
Perhaps the quickest and easiest resource available is an internet search engine. Both Towne and Jarman cited Google as a convenient way to stay on top of trends. "It's important to google online every once in a while, to learn about new tips and tricks. It's amazing what you can find," says Jarman. Towne loved Taylor Swift's look at the 2012 Grammys, so he typed, "Taylor Swift at 2012 Grammys" into Google. Within seconds, he had images of her hair and makeup. It's that simple. ❖

MAKEUP TRENDS SPRING 2012

Makeup artist Vanessa Jarman is considered a leading beauty expert. Her work has appeared in magazines such as *FASHION*, *Elle Quebec*, and *Glow*, and she has worked with Lady Gaga for editorial, film, and performances while in Toronto. Jarman shows you how to perform two of spring's top looks, so when your client asks for an update, you're ready.

The Red Lip

A number of designer shows demonstrated different ways to wear a red lip. Dior was crisp, bright, and bold, whereas Anna Sui showed a bright red, but sheered down and not overly defined around the edges.



Get the Dior look: Outline lips, completely fill them in with liner and then apply lipstick over top. Outlining and filling in lips first will prolong the wear of the red and keep it nice and defined. **Get the Anna Sui look:** Moisturize lips with lip balm first, and then use a ring finger to stipple the product directly from the tube to the lips. This will sheer out the application and not give an overly dramatic finish.

Bronzed Contour

After foundation/base is applied, use a bronzer to contour the face, like the Michael Kors runway did.



Technique: When it comes to applying bronzer or blush to the face, the most important tool is the brush. Use a medium sized blush brush, instead of a large one. This way, the blush/bronzer will be applied accurately.

Start in the contour of the face, and work lightly to the front of the face, and move into the temples of the forehead. When applying blush/bronzer, build the product up, instead of applying too much from the get-go.





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Congratulations

Top 50 Spas in Canada 2012

This year's recipients of the spAWARDS Top 50 Spas in Canada are a stellar line-up of exceptional spas that prove the Canadian spa industry is world-class. With more than 2,300 spa locations across the country, and more opening every month, Canada's spa industry has grown by over 300 per cent in the last decade, according to PKF Consulting. The result: state-of-the-art health, wellness, and beauty establishments that are becoming a mainstay of Canadian personal care and well-being.

Book4Time Inc launched the spAWARDS for 2011, to help consumers discover some of the hidden gems through Canada and elsewhere, and spotlight some of the best names in the industry.

"We are thrilled to announce the winners of our second annual spAWARDS this year," says John MacDonald, COO, Book4Time.

"The initial reaction from the industry has been so positive, and I think everyone is really excited to receive recognition for their achievements. Moving forward, we plan to increase the awareness of the spAWARDS with actual events. This type of exposure would allow us to put a spotlight on the winners while also promoting the health and wellness industry in general."

Criteria for the awards include website creativity, ease in booking appointments, online reservations, gift cards or loyalty programs, innovative spa treatments, unique marketing programs, and overall guest satisfaction.

Spa Inc. is proud to be the official Canadian media sponsor and one of the judges for the Top 50 Spas in Canada. We look forward to exploring this year's winners, and benefiting from such a diverse grouping of professional spas. ❖

www.spawards.ca





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Winners for 2012

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Ancient Cedars Spa
Aroma Wellness Clinic and Spa
Au Naturel Wellness & Medical Spa
Body Blitz
Brentwood Bay Resort
California Sun Spa
Camden Spa
Changes Design - Hair, Skin, Nails & Spa
CHI, the Spa at Shangri-LA
Coral Medical Health Spa
Dove Spa
Ezcape Spa & Salon Inc.
Fayez Spa - Skin Body Hair Wellness Retreat
Grotto Spa, Tigh-Na-Mara Seaside Spa Resort
Hammam Spa
Holtz Spas
Infinima Wellness Spa and Beauty
Interlude Spa
The L Spa and Wellness Centre
Miraj Hammam Spa
Novo Spa
Secret Garden Spa
Relaxology Wellness Centre
Riverstone Spa

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Toronto, ON
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Ottawa, ON
London, ON
Parksville, BC
Toronto, ON
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Dartmouth, NS
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Vancouver, BC
Toronto, ON
Niagara-on-the-Lake, ON
Mississauga, ON
Winnipeg, MB

Rosewater Spa of Oakville
Sanctuary Spa
San'tUrbano Spa
Scandinave les Bains Vieux-Montréal
Scandinave Spa
Scandinave Spa
Scandinave Spa
Solace Spa & Salon
Spa at the Monastery & Suites
Spa on Hunter at Euphoria
Spa Rosseau
Spa Utopia-Pan Pacific Hotel
Stillwater Spa, Park Hyatt Toronto
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Ten Spa
The Elmwood Spa
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*Shown here is the new packaging to be released during 2012

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A checklist for safe laser use

Entering the laser hair removal business means serious responsibility for spa owners

LASER stands for: Light Amplification by Stimulated Emission of Radiation. Laser hair removal treatments utilize the principle of selective photothermolysis: matching of a specific wavelength (of laser light), power, and pulse duration to obtain optimal effect on a targeted tissue (hair follicle) with minimal effect to the surrounding tissue.

In the years that I have been a clinical trainer, I have heard it said many times, “anyone can run a laser to do hair removal.” That is true, anyone can, as seen on television and the pictures you can find on the Internet of clients that were burnt during laser hair removal treatments. Anyone can do laser hair removal, but run the risk of some terrible outcomes if they do not have the proper training on the machine they have purchased. It is all about safe operation of the laser and understanding the physics of the laser to perform safe treatments on clients.

There are a number of key topics to be covered during training, such as:

- Laser physics
- Fitzpatrick skin typing (a six-level numerical classification of the colour of skin to predict its response to UV light)
- Understanding the client’s medical history
- How to perform a consultation correctly
- Obtaining the right information from a client before performing a laser treatment

There is a lot more. Contraindications, precautions, clinical theory, machine parts, maintenance of the laser, and the laser safety of your machine are of key importance.

I am asked questions at the beginning of training and they tend to differ, one month out, or two months out, as the operator gains experience with their technology. Ongoing clinical support is extremely important—it takes much more than a one-day training session to contribute to a successful and safe laser hair removal business.

You cannot train experience. When deciding to get involved with lasers, you are responsible for ensuring the company you select as your supplier can and will support you in the safe use of an approved device. ♦



Teresa Maloney is a senior clinical educator (Western Canada) for Clarion Medical Technologies.



Laser selection checklist

More spas across Canada are offering treatments for laser hair removal (it is considered the number two cosmetic procedure after Botox). As a spa owner, wanting to get into the laser hair removal business, it is important to ask yourself a number of questions before purchasing a laser, because when you are making that decision to purchase, your main priority should not necessarily be the cost of the device, but what you are purchasing when you buy. Inform yourself:

- Is the laser I am purchasing the correct wavelength for permanent hair reduction in the population (skin type) I am going to treat?
- Are there ongoing costs with the machine I have purchased (consumables)?
- Does the company I am purchasing from offer in-house training and ongoing clinical support and education for my staff and me?
- Are there service technicians available in my area, to get me back up and running if my machine breaks down, and to ensure the machine is operating within the approved manufacturer specifications?
- Are there insurance and service warranties I can purchase to protect myself and my business?
- Does the company offer financing?
- Does the company I am purchasing from adhere to the following:
 - Health Canada Approval, Medical Device Licence Number (mandatory requirement)
 - CSA Electrical Approval (mandatory requirement)
 - ANSI Z136.1 and .3 guidelines for the safe use of lasers
 - Manufacturer guidelines for the safe use of the device
 - Provincial regulations such as Occupational Health and Safety



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Young skin is plump skin. It is described by its volume, bounce and elasticity. In aesthetics, we say it is deeply hydrated. These characteristics are due to the presence of an essential molecule: hyaluronic acid.

Hyaluronic acid is found naturally in the connective tissues (skin, cartilage, cornea, etc). This polymer is produced by skin cells that synthesize two molecules derived from glucose: N-Acetyl-Glucosamine-6-Phosphate, or NAG-6P, and glucuronic acid, in a repetitious sequence.

Hyaluronic acid plays an important role, because as a highly absorbent sponge, it captures large amounts of water and retains it deep within the skin at the heart of the dermis, forming an elastic gel. This contributes to the volume and elasticity of young skin.

With age, the amount of hyaluronic acid in the dermis decreases—its quantity in the skin drops by half between the ages of 20 and 50. In effect, cells are no longer able to produce NAG-6P in sufficient quantities, so the amount of hyaluronic acid in the dermis gradually decreases. In addition, hyaluronic acid naturally breaks down more quickly over time. The skin is no longer deeply hydrated and loses its bounce.

Hyaluronic acid in cosmetology

As mentioned earlier, hyaluronic acid is a sugar polymer. Its large molecule cannot penetrate through to the dermis and therefore cannot replace natural hyaluronic acid. However, thanks to its exceptional ability to retain water, it has long been popular among manufacturers. They have at their disposal two types of hyaluronic acid molecules—large molecules with high molecular weight, or smaller molecules—which boast different effects on the skin.

High molecular weight molecules remain on the surface of the epidermis and form a permeable film that helps maintain hydration and limits transepidermal water loss (TEWL). This film also has a plumping effect, firming and smoothing the skin's surface thus temporarily reducing the appearance of fine lines and wrinkles.

The smaller molecules, which are actually hydrolyzed hyaluronic acid, will penetrate the upper layers of the skin and promote regeneration and healing.

Hyaluronic acid in medical aesthetics

In recent years, applications of hyaluronic acid have extended

beyond the scope of cosmetology. In its cross-linked form—the cross-linking is a chemical process that connects several hyaluronic acid molecules together to ensure a longer lifespan—it is one of the most useful molecules in medical aesthetics. Injected into wrinkles, it can be used as a filler, by producing volume under the furrows.

Third generation hyaluronic acid: the first injection-free wrinkle filler

Recently, a new generation of hyaluronic acid has emerged. Rather than using the hyaluronic acid molecule, researchers have developed a precursor to hyaluronic acid. It is NAG-6P obtained by enzymatic conversion of natural N-acetyl-glucosamine, using a green biotechnological chemical process.

Scientific studies have demonstrated that topical application of NAG-6P results in three synergistic actions:

- it reactivates the natural synthesis of hyaluronic acid throughout the papillary dermis
- it restarts the communication between keratinocytes and fibroblasts and boosts the fibroblasts
- it strengthens and improves the dermal-epidermal junction (DEJ)

The resulting effect is anti-aging, through volumizing, deeply plumping, firming and regenerating the skin.

This major breakthrough in anti-aging care can boost the natural production of hyaluronic acid in the skin—for a deep moisturizing and volumizing effect—and reproduce the effects of advanced technologies used in medical aesthetics for filling wrinkles.

Did you know?

Hyaluronic acid has long been used in cosmetology. Originally, manufacturers used hyaluronic acid extracted from rooster combs. Nowadays, as technology has evolved, it is synthetically produced using biotechnology. ♦



Isabelle Villeneuve is scientific director—head of innovation at Laboratoire Dr Renaud. She has been actively participating in the development of Laboratoire Dr Renaud since 1995.

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Before



After

90%

Felt their skin was more hydrated after 10 minutes

*After 6 Weeks

100%

Said fine lines and wrinkles looked less visible*

90%

Agreed their skin felt firmer and more elastic*

80%

Saw brighter, more even skin*



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The Roaring 20s

From fun and flashy to sweet and sophisticated, young women in their twenties can channel a multitude of moods.

Understanding this age group will allow you to recommend the best services and products. Twenties women are open to new trends and willing to experiment. Some may be trying to ward off early signs of aging or interested in preventative care. While student loans and entry-level jobs put a cap on budgets, they still want to feel good and look even better.

SKIN SAVERS

"Many patients come to us in their twenties seeking treatment for the permanent scarring that may result from acne. **Laser resurfacing** and **epidermal peels** are treatments of choice," says Dr. Lisa Kellett, dermatologist, DLK on Avenue. Reversing premature signs of aging may be a concern for those who routinely indulge in late night cocktails and caffeine-fueled mornings. Microdermabrasion followed by an oxygen-infused facial can correct damage and leave skin plump and smooth.



1. **Murad** - Acne Complex 30 Day Kit
www.balleydirect.com
2. **G.M. Collin** - Skin Clear Gel
www.gmcollin.com
3. **Guinot** - Crème Blancheur (Lightening Cream)
www.soparc.ca

SKIN SMARTS

It's never too late to start protecting skin. Kellett recommends daily use of an SPF 30 product to shield against the sun's harmful rays and prevent age and sun spots from developing. She also suggests moisturizing daily and using a one per cent retinol at night since skin tends to get drier with age.



4. **Eminence Organics** - Apricot Whip Moisturizer
www.eminenceorganics.com
5. **St. Tropez** - Self Tan Bronzing Mousse and Applicator Mitt
www.sttropeztan.com
6. **Dermalogica** - Extra Rich Faceblock SPF30
www.dermalogica.ca
7. **Yon-Ka** - Vital Defense
www.phytoderm.com

NOW NAILS

Trend conscious twenty-somethings want to stay in style. Sophisticated types may lean towards spring 2012's soft nude nails (think greys, creams, and shell pinks) and classic reds, while the more fashion-forward may experiment with sparkles, nail designs (remember Zooey Deschanel's tuxedo nails at the Golden Globes?) or crackle polish.



8. **CND** - Cream Washed
www.cnd.com
9. **Essie** - Navigate Her
www.essie.com

LPG presents Wellbox, a portable non-invasive beauty care device, which helps slim the body and tone the face. The Wellbox comes with five interchangeable heads designed for all skin types.

www.danielehenkel.com



Phytomer introduces Youth Contour, an innovative formula for youthful eyes and lips. Youth Contour contains dilsea carnosa red algae targeting wrinkles, chlorella vulgaris green algae for puffiness, and delesseria sanguinea red algae for dark circles.

www.soparc.ca



Laboratoire Dr Renaud launches a sun line with seven products for sun protection: Body Sun Spritz SPF 30, Sun Glow Moisturizing Milk, High Protection Sunblock SPF 30, Anti-Ageing Hydrating Soft Body Veil, Tanning Enhancer Face & Body, Moisturizing Anti-Ageing Suncare SPF 20 Body, and Moisturizing Anti-Wrinkle Suncare SPF 15 Face.

www.ldrenaud.com

Eminence Organics introduces the Age Corrective Collection with collagen boosting Natural Retinol Alternative Complex and PhytoCellTec Swiss Green Apple stem cell technology. Skin appears tightened and firm in five minutes, collagen levels increase in six days, and wrinkles and crow's feet soften in 28 days.

www.eminenceorganics.com



Jane Iredale's new Feeling Alive collection features two new eye gloss shades for spring: Pink Silk and Aqua Silk. Feeling Alive also includes the Rose Dawn bronzer, a quad of shades ranging from pink to bronze; Just Kissed lip plumper in Rio (rosy brown), and L.A. (shimmering pink). The lip definer pencil comes in a rose petal Pink.

www.stogryn.ca



Belmonda's Vented Manicure Table eliminates filing dust and acrylic monomer odour. The table features a granite inlay with nail polish display centre, ample storage, and four drawers. Available in black or white.

www.belmonda.ca

CND adds six new shades of Shellac Power Polish to its collection: Rubble, a mushroom taupe; Dark Lava, a stormy raisin; Silver Chrome, an iron metallic; Silver VIP Status, a sheer diamond shimmer; Gold VIP Status, a sheer golden shimmer; and Cityscape, a creamy dove grey.

www.intercosmetics.ca





Milano Software is dedicated to promoting business excellence in the beauty industry. With clients ranging from independent estheticians to chains with over 100 locations, Milano Software has proven that integrating software into a salon or spa improves productivity, retail sales and profitability. They are so committed to the “business side of beauty” that they’ve sponsored three awards for the industry; the NAHA Salon Master Business Award (MBA), the Contessa Salon Business Excellence Award and the Marketing spAward. Are you looking to exceed your own expectations? Then partner with the software company that understands the beauty business, Milano Software.

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soul to sole

by Theresa Rogers

Boldijarre Koroncay

Hailing from Budapest, Hungary, Boldijarre Koroncay is a dedicated trainer, lecturer, herbalist, master of European aesthetics and massage, and founder of Éminence. A survivor of childhood leukemia, he says his organic lifestyle was the key to his recovery and has since dedicated his life to creating and delivering healthy options for skincare while giving back to charitable organizations. Educating clients on how to use natural ingredients in skincare to bring wellness and balance in their busy lives is Koroncay's passion. When not travelling, he lives in Vancouver.

Where do you find inspiration for new products and ideas?

I'm an aesthetician and I'm also a massage therapist by trade. I travel 10 months out of the year. On the road I go and visit every one of our clients and I do training for them myself. The aestheticians tell me directly what they like or don't like. At trade shows and events, I am in the booth. I'm really proud of that because, really, no one else does that.

Where does this dedication come from?

When I was a child I was diagnosed with leukemia. I was given a 0.1% chance to live. My parents used a lot of natural remedies to heal me instead of chemotherapy. I got used to the idea of trying to live your life to the fullest and trying to do the most you can every single day. I put the maximum effort into every single day.

What's your favourite way to relax?

If I wasn't an aesthetician, I would be a pilot. Hang gliding is one of my hobbies that I absolutely love. I also used to be a ballroom dancer. I did that for eight years professionally back in Hungary, so from time to time I love to go dancing.

Do you have one piece of advice for someone who is trying to run a successful spa?

I always say to treat customers not the way you want to be treated, but better. That creates loyalty. ❖



Boldijarre's favourite!

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