



SpaInc.

Canada's spa connection

Spring 2013

Green is the new black

Energy savings

Eco-friendly cleaning tips

Making sense
of product labels

Haven Spa at the Sidney Pier Hotel

Aesthetics with personality

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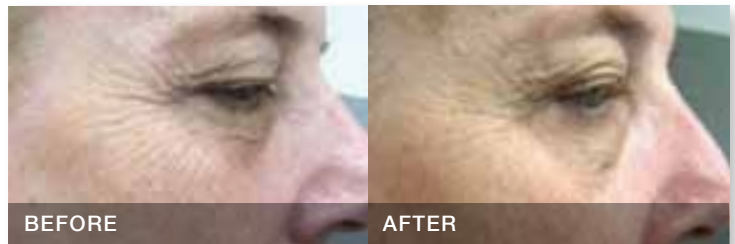
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Small steps for great change

Our spa and wellness industry is positioned to be a leader in the cultural shift toward an even greater focus on the protection of and devotion to our environment. In reality, as drivers in the health, wellness and beauty industries, our business strategies are well aligned with that of caring for our planet. How can we focus on the wellness and rejuvenation of our clients, without positioning ourselves as part of the greater community, the greater world around us? A healthy environment does, in fact, have an impact on our own well-being, and this issue is full of ways spas are making a sustainable commitment and reaping the benefits of those progressive practices.

As sustainability and environmental protection are increasingly major concerns for our clients, spas can win customer appreciation by demonstrating leadership in green practices. Many Canadians are increasingly seeking more natural options in their products, and savvy spas can now find outstanding options for their treatments and retail. Let your clients know about all the steps you take to improve your environmental impact because they are interested, and they will appreciate it.

With climate change as one of the most dominant challenges we face today, energy conservation is a key area where spas can focus. And it's a double win—through many, tangible steps that spas can take to decrease energy consumption, they will also realize cost savings as electrical bills plummet. Nicolas Heffernan's article on p. 12 demonstrates the many opportunities for spas to lower energy costs and green their operations.

This is our Green issue, and it is in celebration of all our industry leaders who are setting the bar for sustainable practices. Just don't forget to tell the world, while you save the planet.

Happy spring!

Heather Ednie

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Canadian spas get noticed

Congratulations to 100 Fountain Spa at the Pillar & Post in Niagara-on-the-Lake, Ontario, for being the leading spa in Canada, according to Spas of America's Top 50 Canada Spas of 2012. The Top 50 include 21 spas from British Columbia, 14 Ontario spas, 8 Quebec spas, 5 Alberta spas, and 2 spas from Saskatchewan. The ranking is based on page views by customers visiting the Spas of America website throughout the year. To view the complete list of winners, visit www.spasofamerica.com/Canada.



Global study identifies major trends in aesthetic surgery

Lipoplasty is the most performed procedure, according to an international study by the International Society of Aesthetic Plastic Surgery (ISAPS). Results of the third annual study: Global Study of Aesthetic/Cosmetic Surgery Procedures Performed in 2011, were released in January, with lipoplasty accounting for 19.9 per cent of total surgical procedures and Botox and Dysport representing 38.1 per cent of non-surgical procedures.

Approximately 20,000 plastic surgeons globally were invited to participate, while the American Society for Aesthetic Plastic Surgery and the Brazilian Society of Plastic Surgery assisted with the study. Survey results, including comparative results of the previous surveys, are available on the ISAPS website at www.isaps.org.



>>> High quality training for spa managers

Ontario-based Spas2b Online Spa Management Courses are now available in 61 countries, and are CIBTAC endorsed. CIBTAC (Confederation of International Beauty Therapy & Cosmetology) sets quality standards for training for the spa, aesthetics, and wellness industries.

Spas2b offers two online spa management courses: Spa Start up, Management & Operations, and Spa Management & Operations.



Global spa & wellness meeting in New Delhi

The Global Spa & Wellness Summit has announced a change in its venue for the 2013 Summit, now being held in New Delhi, India, October 5 to 7, 2013. The venue change is to accommodate the schedules of several high-profile speakers.

The Summit will take place at The Oberoi, Gurgaon, located 15 minutes from the Delhi National Airport and voted the world's leading luxury hotel by the World Travel Awards for the second consecutive year.

The GSWS brings together top industry executives and media from around the globe into a collaborative setting. The theme of this year's Summit is "A Defining Moment." One topic to be addressed is the growing importance of wellness and wellness tourism worldwide. www.globalspaandwellnesssummit.org



Canada attracts top spa and wellness portal

Canadians have a new online tool to connect with more than 20,000 participating spas, medical spas, yoga, pilates,

fitness studios and spa retreats, hotels, and resorts worldwide. SpaFinder Wellness launched a Canadian site earlier this year,

to tailor services to the enthusiastic Canadian market. Canadian spas who participate can get listed on the site and

featured in reviews, industry trend news, Monthly Top Ten lists and Reader's Choice Awards. www.spafinder.ca



Public health is a priority for Canadians

Canadians have a better pulse on the factors affecting their health than our own government seems to, according to a recent Conference Board of Canada study, *Health Matters: An Economic Perspective*. The study suggests incremental investments in public health today could produce long-term savings for individuals, the health care system, and the economy.

An EKOS Research Associates survey for the Conference Board of Canada's Canadian Alliance for Sustainable Health Care showed that 48 per cent of respondents believe daily activities have the greatest impact on the health of the

average Canadian. Governments could invest in health promotion to their advantage; health care costs have more than doubled in 11 years. However, in 2011, Canadian governments allocated only approximately 6.2 per cent of health expenditures to public health, giving little recognition to the potential impact of public health and wellness opportunities.

"The collective health of Canadians has implications for the public health care system and for the economy," says Louis Thériault, director, health economics, Canadian Alliance for Sustainable Health Care (CASHC). "Treating health and

wellness as a policy priority, rather than focusing so much on health care, could contribute to a healthier population and a wealthier Canada."

The Canadian spa and wellness industry could play a leading role in driving a greater focus on public health. Lifestyle factors are known to significantly affect health outcomes—such as smoking, alcohol consumption, nutrition and dietary patterns, and physical activity, and more Canadians and corporations are turning to the spa and wellness industry for programs and opportunities to address many of these key factors.

Obesity on the rise in Canada

A recent study by researchers at the University of British Columbia revealed Canadian obesity rates continue to climb, particularly in the Maritimes and the Territories. The study mapped self-reported obesity rates for adults across Canada since 1998 and estimated that more than 30 per cent of the population of the Maritimes and the two Territories is obese. British Columbia had the lowest obesity levels, with Quebec following second, at less than 24 per cent. The good news—the researchers suggest the obesity rates could be levelling off, having demonstrated less steep percentage increases over the past four years than previously.



Naturopathic Medicine Week

Naturopathic doctors across Canada will conduct free events during the week of May 6 to 12, for Naturopathic Medicine Week. Events are scheduled at local book stores, community venues, and clinics. This public outreach will cover topics including a naturopathic doctor's approach to stress, eating for energy and health, pregnancy, peri-menopause, digestive issues, and the benefits of naturopathic medicine.

Watch for local events to tie into, or perhaps host a free healthy living event at your spa!



New health warnings on tanning beds

On February 24, the Harper government announced Health Canada will strengthen its health warnings about the dangers of tanning beds, through proposed changes to the Radiation Emitting Devices Regulations (RED). The proposed changes would require a health warning label with the following messages be attached to all ultraviolet

emitting tanning equipment: "Not recommended for use by those under 18 years of age" and "Tanning Equipment Can Cause Cancer" as well as a bulleted list of other health risks associated with tanning.

The World Health Organization reports that the risk of developing skin melanoma increases

75 per cent when tanning bed usage begins before the age of 35.

A 75-day public comment period on Health Canada's draft proposal will be completed in early May, while the proposed regulatory changes are expected to be posted later this year.



ambiance *haven spa*

by Lindsay Grummett



Haven Spa at the Sidney Pier Hotel

Connecting with clients through stellar service and a whole lot of personality

Nestled in the southern coast of Vancouver Island is the serene yet stylish Haven Spa at the Sidney Pier Hotel. Combining elegance with affordability, this community-based spa offers aesthetic and spa services along with a salon and fitness centre to create a full service beauty boutique that will relax, rejuvenate, and refresh.

"I like to say that we're classic aesthetics with personality. Sidney is a bit of a retirement community, so we have women who come more because of that older lifestyle," says Alana Delcourt, spa supervisor and manager. "We are community-based because 85 to 90 per cent of our clientele is local."

Focused on providing key services to their core demographic, Haven Spa uses loyalty programs and special offers as a way to root themselves in the community. "We are the place to be and like to really recognize and appreciate the locals who come and visit us," explains Delcourt.

Haven Spa shows their appreciation to guests with group rates and reduced costs for those booking more than one treatment. The spa, restaurant, and onsite deli also allow patrons to collect "Pier Points" for every dollar they spend. Collecting 250 points equals \$25 to be spent in Haven Spa, Haro's Restaurant, or Georgia Café.

Quality services with flare

Sidney is a coastal getaway that has a small town atmosphere with big city amenities. Haven's menu offers a diverse collection of spa specialties including facials, massages, wraps, and scrubs. The Maintenance Boutique takes care of waxing and tinting



services from a brow shaping called the 'Brooke Shields' to underarm waxing also known as a 'Janis Joplin'.

"It's just something a little different to stand out and make it a bit more fun. You see these Brazilian wax bars popping up everywhere. Here, you can still get pampered, but with that little bit of personality," describes Delcourt.

One of Haven's most popular services, The Ultimate Two Hour Facial, promotes relaxation and well-being for the entire body. Patrons start with a foot soak in the sanctuary. "That sets the tone. It's really amazing what a nice foot soak can do on its own," says Delcourt. From there, they move on to a back, neck, and shoulder massage which is followed by the facial. Extra



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treatment masks are applied and a complimentary brow shaping is offered. "It's all about the details. We do two different types of massage so you're relaxed head to toe."

Other options include their newly designed Facelift Facial which uses paraffin wax for an old school approach to beautification and the Men's Hot Towel Facial which is "reminiscent of the barber shop-style experience," says Delcourt.

Being located next to a marina in a seaside community guarantees a steady flow of boaters looking for a foot fix-up during the warmer seasons. "Nails are popular again, so we're doing lots of manicures and selling polishes. And I think it's pretty typical in most spas, but we do lots of pedicures," says Delcourt. Haven's pedicure room brings the outside beauty indoors through the large, wide windows offering guests clear views of the Olympic and Cascade Mountains across the Pacific Ocean.

Choice products to promote the spa brand

The spa continues to emphasize the outdoors in its retail selection by opting for products that are healthy and natural. "We try to get most of our products local and Canadian. We do have some that come from the States, but we are definitely on the natural, organic, petrochemical-free side of things."

The products featured in the spa are hand-picked options that are praised by spa staff as well as customers. "We have a strong retail presence and our skin care products are huge," says Delcourt. "We also have a product from Vancouver called i love my muff and we have cute little muff maintenance kits. It's a little bit cheeky."

It's this personality that has linked the hotel and spa with the community to keep clientele coming back for more. Another appeal of the hotel is its canine ambassador and resident food-thief, Dave, the English lab. Dave, who wears his Sidney Pier jacket when on-duty, wanders through the hotel and spa bringing smiles to the faces of patrons and guests. "He is such a love and I can honestly say he's a bit of an attraction here at the hotel," says Delcourt.

Focused on relaxing and rejuvenating, Haven Spa understands that it's all about the experience. By combining classic aesthetics with hints of personality, spa guests balance mind, body, and nature through the holistic approach to beauty and overall wellness. ♦

Opened: 2007

Number of treatment rooms: 5 multipurpose, 4 pedicure stations, 2 manicure stations

Number of staff: 3 hairstylists; 5 aestheticians

Retail: Eminence, LoveFresh, Whish flawless ingrown hair serum, i love my muff, Tokyo Milk, Kobo, Purely Saltspring, OPI, INOA, Pureology

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Power Down



Conserving energy saves money as well as the planet

In a world going green, energy efficiency is a clear winner for both your ecological footprint and your bottom line.

"We all need to have a green strategy today," says Shane Price, the CEO of Green Circle Salons, a company that helps both salons and spas make green choices. "The conversations about green aren't just warm, fuzzy conversations around board tables, it's business critical and this industry is lagging behind tremendously."

Energy savings represent a huge part of a successful environmental plan. "Especially in this industry, if you think of all the water usage and the energy usage there's a tremendous footprint or impact on the planet," says Price. "As the price of energy increases you look for opportunities for cost savings within your business."

Energy reduction made easy

One of the best ways to save is to switch from the typical halogen lights used in spas to LEDs. Also because of the amount of water usage, high-efficiency furnaces and water heaters are important.

Green Circle Salons helps owners make that transition to greener practices. It offers a recycling service and give owners a platform to implement green practices, focus on revenue and get noticed through a green salon/spa directory. Members add \$1.50 to every bill with a portion going to Green Circle Salons to maintain their program. The rest goes

toward building a Green Change Purse, which is a funding mechanism that can help spa owners implement the energy saving measures they need.

Price says there are many benefits to membership, with more sustainability leading to more profits and current members reporting that they are gaining new clients. "One obvious benefit is they sleep better knowing they're able to reduce their business' environmental footprint tremendously," says Price.

Energy smart spas reap benefits

Scandinave Spa Blue Mountain is an example of progressive action for energy reduction. Located on a naturally forested 50-acre parcel of land near Ontario's Georgian Bay and the Niagara Escarpment, "we were really very, very aware of that footprint that we were going to create," says Mylisa Henderson, director of marketing and sales. "We may not actually toot our own horn about some of the green initiatives that we are trying to do but for us it's about doing what is right and fitting into the area we live in."

To offset its footprint the spa instituted numerous green initiatives, with the most important being energy saving measures.

The spa is powered by natural gas but in order to limit the amount of energy and gas consumed, a system is in place to circulate the hot energy from the cold plunge pools back into the hot water system for the hot baths.



"It's especially efficient in the summer time obviously, as the baths heat up and the cold baths, because they're shallow, get so hot we're able to convert that energy back into the hot water and not have to consume the natural gas," she says.

Infinima Spa, in Quebec, instituted numerous energy-saving measures in large part because studies indicated spa goers had a very green state of mind.

The spa boasts an automated lighting system, with LED lights for 95 per cent of the spa. There's also a ventilation machine on the roof that takes cold air in and makes it warm. Fourteen thermal pumps transfer the heat generated from the Nordic baths to heat other rooms instead of using gas. "We're taking the heat from the hot tub or baths and we spread it all over the spa," says Infinima spa owner Jean-Francois Pouliot.

A smart spa remains open to opportunities for improvement, and Pouliot remains on the lookout for new ways to save energy. "We're always trying to make our operation and processes greener," he says.

Talk about a win-win: reduced environmental impact and cost savings—now that's smart business. ❖

Five energy tips

1 Switch to LED bulbs

2 Institute an automated lighting system

3 Use alternative fuel sources

4 Ensure rooms are properly insulated

5 Switch to high efficiency furnaces and water heaters

green is the new BLACK

Today's spas are reaping the rewards of making sustainability the foundation of their business plan



Environmentally conscious businesses are rapidly growing, and spas are among the leaders when it comes to prioritizing the planet and making sustainable practices a strategic part of their business plan.

That's what happening at The Spa Ritual, an Asian-inspired eco-spa in Calgary that embraces sustainability by reducing waste, using natural products, and involving staff in its green strategy—and it has been very good for business.

"There aren't any other green spas in Calgary, so having this niche gives us an edge with attracting and keeping customers and staff," says marketing director Christina Arthur. "Spa-goers want an experience that is as authentic as possible, and products and processes that don't harm the environment."

When it comes to lighting its 7,000-ft. facility, the company uses only compact fluorescent bulbs, which are far more energy efficient than incandescent bulbs. A centrally controlled lighting system, dimmers, and an architectural design that maximizes sunlight all help minimize the use of artificial light.

While spas rely heavily on water to provide services and clean, Spa Ritual takes several steps to use less of it. Water-efficient showerheads, toilets, and tap aerators help reduce waste. For laundry, it uses washing and drying machines that are more energy-efficient than Energy Star appliances, and an exceptionally efficient detergent that reduces water and energy costs per load by, respectively, 18 and 25 per cent. To be most efficient, staff load washers and dryers to capacity and don't over-dry laundry.

Spa Ritual has been recycling paper, glass, plastics, and batteries since it opened—years before the local government introduced such a program. As well, all bath and facial tissue and paper towels are made from recycled post-consumer wastepaper content.

The spa's massage oils, lotions, and other products are free of elements harmful to the environment and human health, such as parabens, sulfates, petroleum-derived ingredients, and artificial fragrances and colours. The ecological impact of vendors, including their manufacturing and shipping practices, is carefully considered.

Environmentalism at Spa Ritual is facilitated by staff, who meet monthly as part of a green committee to discuss current initiatives and brainstorm new ones, and also help implement them.

"I think our green focus helps us attract and maintain the right kind of staff who have a passion for sustainable living," Arthur says of the recruitment success and quality talent of Spa Ritual, which has won the 2010 Industry Award for Sustainability from Leading Spas of Canada, the 2012 Green Spa award from *DaySpa* magazine and the Spa Excellence Crystal Award, which partly evaluates sustainability efforts.

Working together for Mother Earth

Spa Ritual is also a founding member of the Green Spa Network, a U.S. non-profit striving to make the spa industry more earth-friendly. The main organization of its kind in North America—Leading Spas of Canada refers its eco-focused members to the network—its members include 100 U.S. and Canadian spas and personal care product vendors that voluntarily commit to environmentally safe products, services, and practices.

Network members can access resources on how to make spas sustainable, including sourcing durable, high-quality linens; choosing retail products that reinforce a spa's green credibility; and ultimately aligning all business facets, including communication, operations, leadership and employee training, under a cohesive sustainability strategy.

Green light ahead

While there's little to no data on the sustainability trend within Canada's spa sector, its growth in mainstream business reflects where things are headed. The 2011 study *Sustainability: The 'Embracers' Seize Advantage* found that spending on sustainability programs by 2,500 global firms with more than \$1 billion in annual sales should reach \$60 billion this year; for many of those companies, the amount spent will be 50 to 100 per cent higher than in 2011. Small- and medium-sized enterprises are also getting on board: the 2011 report *SMEs Set Their Sights on Sustainability*, which surveyed 2,000 company executives in Canada, revealed that one third of small businesses have a defined sustainability strategy, and 23 per cent plan to develop one within two years.

Sustainability makes sense

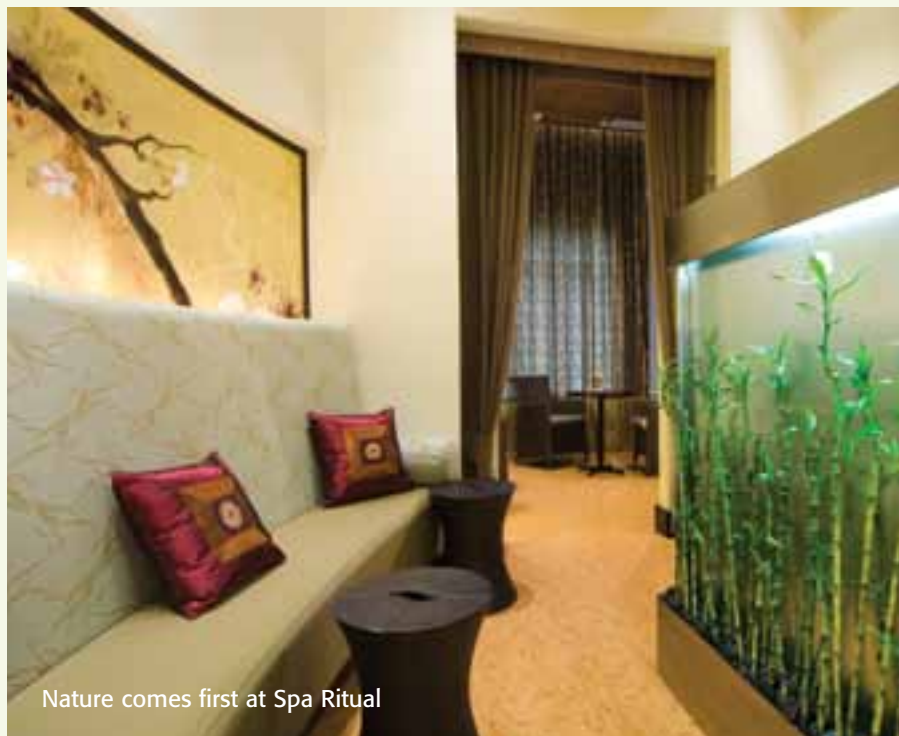
"There is definitely a growing interest among spas in going green," says Debriana Berlin, executive director of the Green Spa Network. "There's increased consumer demand—millions of people who do yoga, eat organic food, or otherwise have a green lifestyle want to have it across the board."

Spa consultant Vivienne O'Keeffe agrees that becoming more sustainable can provide spas with a distinct business advantage.

"The payoff is not just economic—the lower water and energy bills—but the goodwill and positive energy that's created when you support the environment and local community," says O'Keeffe, head of B.C.-based Spa Profits Consulting Inc., who has worked with spas in Canada—including The Spa Ritual—and the U.S. since 1994. "It helps you attract the growing number of conscientious customers who want to use responsible service providers."

In her practice, O'Keeffe observed an upswing in the sustainable spas trend in Canada until the global financial meltdown, but she says it is gaining momentum again among forward-thinking spa owners.

Says O'Keeffe: "Those who are deeply committed to sustainability will continue with it, because down the road it leads to a return on investment." ♦



Nature comes first at Spa Ritual

Spa Inc. is honoured to congratulate the winners of the 2013 spAWARDS

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A green clean

How to kill harmful bacteria, but not the environment

Keeping your spa clean and hygienic is of paramount importance, to protect your clients and your staff. But when we think of effective cleaning products, we think of harsh chemicals and disposable equipment that are environmental hazards. However, there are now plenty of effective options to enable spas to maintain high hygienic standards while remaining environmentally conscientious.

Increasingly, infectious and mutating strains of viruses are emerging around the world. The newest addition—the so-called Australian norovirus—spreads easily, lives for weeks on a variety of surfaces and causes extreme illness. Norovirus and other germs most often are transmitted through the air or when a person touches a contaminated surface then touches his or her mouth, nose, or eyes. Germs and bacteria thrive in warm, moist conditions, especially saunas, showers, locker rooms and foot baths, as well as any place that comes into contact with body fluids such as sweat. They also thrive on high-touch areas including door handles, water fountains, fitness equipment, and elevator buttons.

One of the best ways to prevent the spread of illness-causing germs is through proper hygienic cleaning techniques. While it's important to take an unforgiving approach with all germs, there are ways to destroy pathogens without having a huge impact on the environment.

Disinfectants: Germ elimination begins with EPA-registered, hospital-grade disinfectants. Many of today's cleaning solutions are designed to be more environmentally friendly. Tools and spa equipment should be sanitized or cleaned and disinfected after each use. Pedicure spas, for instance, should be cleaned with soap and water, followed by an application of disinfectant that must remain wet on the surface for about 10 minutes to be effective. Other surfaces should be disinfected using the same method at least once a day. In addition, disinfectant wipes should be available to be used throughout the day to clean high-touch points such as door and equipment handles, massage tables, and bathroom fixtures.

Microfiber cloths: Paper towels not only are ineffective cleaning tools, but they also add to overflowing landfills. Microfiber cloths, on the other hand, are proven to be 99 per cent more efficient at capturing and holding on to dust, allergens, and bacteria. Microfiber cloths also remain effective through hundreds of washings. By using different cloths on different surfaces, you can avoid cross-contamination, which is essential to cleaning for health.

Flat mopping: Flat mopping is more efficient and more eco-friendly than traditional string-mopping. Using the traditional method, a pail of water quickly becomes contaminated after one or two mop dips and must be thrown out. Traditional mopping wastes water and increases the amount of potentially harmful chemicals that find their way into the environment. Flat mops can be used with just the right amount of continuously clean water and disinfectant to efficiently remove dirt and harmful pathogens.

HEPA filtration: Hygienic cleaning using green products can help out the world as well as smaller environments. Traditional vacuums can return about 40 percent of the dirt they grab into the air. Using HEPA (High Efficiency Particulate Air) filtration backpack vacuums can improve indoor air quality by capturing 99.9 per cent of germs and allergens.

Personal hygiene: It is equally important for customers and employees to protect themselves and others from diseases by practicing proper hand washing. Hands should be scrubbed often and thoroughly with warm water and soap for 20 seconds. ♦



Diane Emo, VP marketing at Coverall Health-Based Cleaning Systems, is a practical voice of innovation and leadership in the commercial cleaning franchising industry, and a science and communication practitioner who has dedicated her career to educating about science-based technologies and processes in a variety of industries.

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the Truth

Navigating Labels in the Green Era



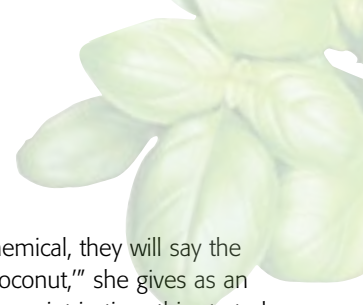
Watch out for the organic and all natural labels on the beauty products you select for use in your spas. They are not always what they claim to be.

Lynn Shulman, owner of Elixir Organic Spa in Toronto, learned this the hard way. Over 10 years ago, Shulman suffered from a terrible allergic reaction from an “organic” beauty product she had purchased. “It was all over my neck, shoulders, and back. The rashes were raw, red, and angry-looking. It looked like raw liver was growing on my skin,” Shulman recalls.

It took her months to recover. She had to consistently steam and detoxify her body to draw all of the chemicals out of her pores. It turned out the natural products she was using were not as clean and wholesome as she had originally thought.

Lack of regulations

There is very little government regulation in Canada for personal care and beauty products. The government does not mandate specific standards for what can be deemed organic or natural.



Health Canada has developed a hot list—a list of chemicals that are banned or restricted in personal care products because they can pose a health risk. However, there are still many carcinogens that fail to make the list.

As long as the banned names are not included in the ingredient list, consumers can be applying a cocktail mix of unregulated chemicals onto their skin.

Over the last few years, there has been a boom in green products. Consumers have been exposed to growing numbers of labels that claim to be organic and all natural. These two terms have become significant marketing lures.

Voluntary certification

Competing companies that create their own regulations and private organic certifications set these standards. But these guidelines are voluntary.

Certech, for example, is a wholly-owned Canadian organization offering environmental, health, natural, and organic certification services. According to Certech, in order to receive a certification seal for organic personal care products, a minimum of 95 per cent of the ingredients must be of natural origin. Packaging must be recyclable and the products and their individual ingredients must not have been tested on animals. The formula must be virtually free of synthetic ingredients, and must not contain pesticides, harmful preservatives, artificial colours, and fragrances.

Even with private organizations like Certech in existence, there is still a huge void in regulating the organic industry.

There are loopholes that allow marketers to make false claims—to label products as natural, organic, eco friendly, or green, and no certification seal is required—it is optional.

“Ecocert is another certification body in Canada. I have seen products with the Ecocert label and they still contain harsh chemical ingredients. It is not mandatory for businesses to certify themselves organic. For marketing purposes, a company can choose to gain a certification and pay the price to go through whatever hoops necessary to gain the organic seal,” says Shulman.

This is where it gets tricky. Companies are not necessarily lying when they say their product is natural—they just stretch the truth. There could be one or two ingredients that are organic or natural, and because of this, it is not legally false to market the product as natural or organic.

Shulman also notes that a lot of companies will use ambiguous wording in their ingredient list.

“I have seen product labels that include the name of a chemical

ingredient, but in brackets next to the chemical, they will say the particular ingredient was ‘derived from coconut,’” she gives as an example. “So this could mean that at one point in time this started off as a coconut, but has gone through so many chemical processes that it no longer results in anything that should be compatible with human skin.”

Protect your clients

The gruesome reaction she had from the falsely labeled organic product is what started Shulman’s journey to open Elixir Organic Spa, located in Toronto’s trendy King West neighbourhood. Her spa caters to those with allergies, skin sensitivities, and autoimmune skin conditions. After extensive research, Shulman found small artisan companies around the globe that provides her spa with food-grade organic beauty products.

Shulman’s motto is: “If you can’t eat it, don’t put it on your skin.”

Elixir spa offers the same services as traditional spas, but uses organic alternatives for its facials, massages, and waxing.

She says many new clients complain about reactions from waxing services from conventional spas. What Shulman stresses is that, in most cases, clients do not react from the wax itself, but from the post-wax product.

She says the ingredients used in post-wax care are especially important.

“After a waxing treatment, the client’s pores are completely open and vulnerable. The worse thing you can do is apply chemicals and other toxic ingredients onto their skin. It goes straight into their bloodstream,” Shulman says.

The products used during post-wax services at Elixir Spa are completely dye-, fragrance-, and paraben-free. Her treatments include ingredients such as shea butter, cocoa butter, grape seed oil, and almond oil.

Shulman is a true believer in 100 per cent organic products, but knows how difficult it can be to find the real deal.

“I have seen so many organic labeled products, even some with certification seals. But when I flip the bottle around to read the ingredients, I see listed parabens, ethanol, and perfume additives.”

Without proper government regulation in place, it is important to be diligent when reading labels. Discretion must be used when buying products to avoid falling for misleading marketing claims and offering your clients products that don’t live up to their branding.

When navigating labels, Shulman’s best advice is: “if it sounds like it was made in a lab, avoid it.” ♦

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Healing Therapy Lotion
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Congratulations to Canada's spAWARDS 2013 winners!

Spas across Canada are being recognized for their outstanding customer service and treatments. We are proud to announce Canada's Top 50 Spas this year, along with the winners of a number of special categories recognizing the excellence that is a hallmark of the Canadian spa industry.



Top Destination Spa

Island Currents Spa at Sonora Resort, Sonora Island, BC

Top New Spa

Santé Spa at Hôtel Le Germain, Calgary, AB

Top Nordic Spa

Le Nordik, Old Chelsea, QC

Top Marketing Spa

Elmwood Spa, Toronto, ON

Top Eco Spa

Infinima Wellness SPA and Beauty, Québec City, QC

Top Romantic Spa

Wakefield Mill Inn & Spa, Wakefield, QC

Top 50 Spas

100 Fountain Spa at Pillar and Post

Niagara-on-the-Lake, ON

Absolute Spa at The Century Plaza

Vancouver, BC

Algonquin Spa at the Couples Resort

Whitney - Algonquin Park, ON

Amerispa, Westin Resort & Spa

Tremblant, QC

Ancient Cedars Spa at the Wickaninnish Inn

Tofino, BC

AquaTerre Spa

Nanose Bay, BC

Aroma Wellness Clinic and Spa

Toronto, ON

Avalon Salon Spa

Fredrickton, NB

CHI, The Spa at Shangri-La Hotel

Vancouver, BC

Dove Spa

Toronto, ON

Drift Spa at Black Rock Oceanfront Resort

Ucluelet, BC

Elmwood Spa

Toronto, ON

Ezcape Spa & Salon Inc.

Orléans, ON

Fayez Spa - Skin Body Hair Wellness Retreat

London, ON

Grotto Spa at Tigh-Na-Mara Seaside Resort

Parksville, BC

Hammam Spa

Toronto, ON

Haven Spa at The Sidney Pier Hotel & Spa

Sidney, BC

Holtz Spa

Ottawa, ON

Infinima Wellness SPA and Beauty

Québec City, QC

Interlude Spa

Dartmouth, NS

Island Currents Spa at Sonora Resort

Sonora Island, BC

Kingfisher Oceanside Resort and Spa

Courtenay, BC

Miraj Hammam Spa

Vancouver, BC

Monastery Spa & Suites

St. John's, NL

Sanctuary Day Spa

Vaughan, ON

Stillwater Spa, Park Hyatt

Toronto, ON

Trump Quartz Crystal Spa

Toronto, ON

Santé Spa at Hôtel Le Germain

Calgary, AB

Santé Spa

Victoria, BC

Scandinave Les Bains Vieux-Montréal

Montréal, QC

Scandinave Spa Blue Mountain

Blue Mountains, ON

Scandinave Spa Mont-Tremblant

Tremblant, QC

Scandinave Spa Whistler

Whistler, BC

Secret Garden Spa at Prince of Wales

Niagara-on-the-Lake, ON

Skoah Spa

North Vancouver, BC

The Spa at the Four Seasons

Toronto, ON

Spa Eastman

Montréal, QC

Spa Fairmont Le Château Montebello

Montebello, QC

Spa on Hunter at Euphoria

Peterborough, ON

Spa Utopia

North Vancouver, BC

Ste. Anne's Spa

Grafton, ON

Sweetgrass Spa

Toronto, ON

Temple Gardens Mineral Spa Resort

Moose Jaw, SK

Ten Spa

Winnipeg, MN

Rosewater Spa of Oakville

Oakville, ON

The L Spa and Wellness Centre

Grande Prairie, AB

The Ritz-Carlton Spa

Toronto, ON

The Spa Ritual

Calgary, AB

The Ten Spot

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Wakefield Mill Inn & Spa

Wakefield, QC

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The Golden Years

Your clients in their 60s and beyond are living life to the fullest and looking beautiful while doing it. Hollywood celebrities like Helen Mirren and Diane Keaton show us that with the right care, mature skin can have that beautiful glow and your 60-plus clients are finding fresh new ways to keep their skin looking as young as they feel.

IT'S IN THE DETAILS

New breakthroughs in anti-aging technology are happening every day and offer real results. "Make a decision of what you want to see change in your skin and then go for it," says Natalie Pergar, the international trainer coordinator for Eminence Organic Skin Care. For the best results, she suggests targeting specific areas by using products that produce a plumping effect to fill wrinkles in around the eyes and lips. "Within that age group, in particular, clients should be looking at volumizing, firming, and trying to build it up from underneath."



1. **Colorescience**
Pep-Up Concentrate
www.colorescience.com

2. **Laboratoire Dr. Renaud**
InnovHyal Volumizing
HydraSerum
www.ldrenaud.com

3. **Natura Bissé**
Lip Recovery Balm
www.naturabisse.es

4. **Purely Salt Spring**
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www.purelysaltsspring.com

ALL-OVER CARE

"One of the most important beauty tips when we get older is to maintain hydration," explains Phil Hudson, a compound pharmacist and co-founder of Avaria Health & Beauty Corp. By the time you hit 60, skin turnover slows down and dryness creeps in. In order to prevent this, it's important to moisturize twice daily and exfoliate weekly.

"Suncare is very important and sun exposure is 80 per cent of the reason why the skin ages," says Pergar. She suggests using a strong SPF on the whole body including the hands, chest, and breastbone which are the most exposed areas, as well as some of the most aging.



5. **Éminence Organic Skin Care**
Jasmine Tangerine
Age-Defying Night Cream
www.cdn.eminenceorganics.com

6. **Coola**
Plant UV Face SPF 30
Unscented Moisturizer
www.coolasuncare.com

7. **Trind**
Trind Caring Color
#CC162 Pale Chestnut
www.trind.ca

8. **Kalaya**
Restore Body Treatment
www.kalaya.ca

NATURAL CHOICES

"There's a natural communication that happens between our skin and things that come from the earth," says Pergar. Clients in their 60s and older are looking for natural options that won't be harsh on their skin.

"Essential fatty acid formulations help maintain healthy skin membranes. They also help to seal the skin barrier so it performs its role of maintaining moisture much better," says Hudson. Also, keep make-up and nail choices natural and neutral. This will prevent pores from clogging and create a look of sophisticated elegance.

Clock genes

Good news for Sleeping Beauty

Chronobiology is the science that studies biological rhythms. It is based on a fundamental discovery: that all living beings, including humans, animals, and plants, live according to precise rhythms influenced by external time factors such as the day/night cycle. All our internal systems operate on regular modes generally in rhythm with the year, month, or day.

Chronobiology and the skin

Skin is no exception to this rule of nature; it also works on periodic modes, with its own biological rhythms.

Indeed, research in chronobiology shows that several characteristic parameters of the skin vary according to the circadian rhythm; for example, the temperature of the skin, sebum, pH, and transepidermal water loss.

Did you know...

For skin of a person who goes to sleep at 11 p.m. and wakes at 7 a.m.:



- The secretion of sebum is minimal at 4 a.m. and greatest at 1 p.m.



- Water loss is greatest at 8 p.m. and minimal around 9 a.m.



- pH values are greatest around 3 p.m. and minimal in the evening



- Dermal absorption peaks at 4 a.m. and is at its minimum in the evening



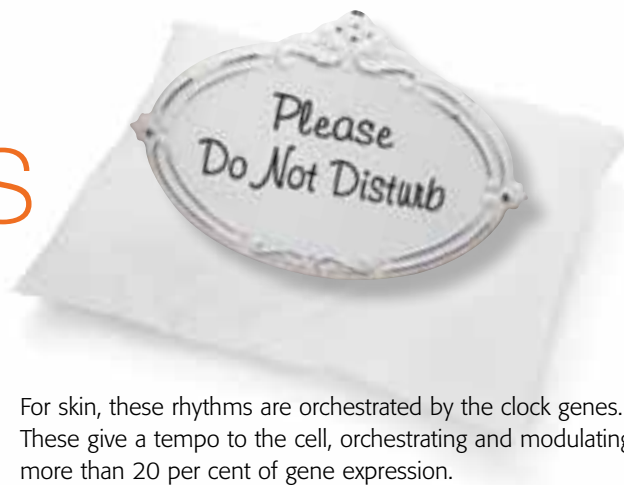
- The capillary microcirculation is higher during the night



- Skin reactivity is weaker during the day and elevated at night



- The peak of cell division is observed around midnight or 1 a.m.



For skin, these rhythms are orchestrated by the clock genes. These give a tempo to the cell, orchestrating and modulating more than 20 per cent of gene expression.

Desynchronization and aging

Time is an important factor in skin cells so that they can anticipate and adapt their roles and activities throughout the day. Not only do they need to be able to adapt to their environment and in particular the alternation of day and night, but also all work together for optimum efficiency.

In 2001, researchers identified the first human clock gene. Since then, they have also revealed that each skin cell contains its own clock gene. The synchronization of these genes provides natural protection and enables reparation of our skin. Thus, in general, thanks to these genes, throughout the day our skin cells protect themselves against environmental stresses, while at night they turn on all functions related to repair, to correct the damage caused that day.

However, with time and exposure to UV—even at low doses—the expression of clock genes decreases. Cells are no longer able to tell the difference between day and night. Basically, they are out of sync. They provide less protection and are less able to repair. As a result, the skin ages more quickly.

A smart peptide to the rescue

It is thanks to an intelligent tetrapeptide—capable of stimulating the natural synchronization process of each cell—that some treatments are now able to slow down the process of premature aging of the skin. This innovative molecule puts the record straight by boosting clock gene expression in order to preserve biological circadian rhythms. It acts as a metronome to allow the cells to regain their full capacity for optimal protection and self-repair. It also helps to anticipate environmental aggressors before they damage the skin. Thus the processes of protection and repair of the cell are optimized to achieve youthful skin for longer. ❖



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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www.bodydrench.com



Tilth Anti-Aging Skin Care Collection combines natural, botanical, and scientifically-proven ingredients to provide healthy and youthful skin. The three-step process includes the Anti-Oxidant Foaming Cleanser, Aloe Restoration Toner, and the Anti-Aging Firming Moisture Cream.

The cleanser fights aging with botanical extracts followed by the antioxidant-packed toner to moisturize and enhance the skin's appearance. The anti-aging cream improves elasticity and firmness.

www.tilthbeauty.com



Bio Sculpture Canada's Hollywood Nail Collection takes inspiration from the glamour and sophistication of a 50's starlet and infuses it into their new line of stylish colours. The collection includes fun and fashionable shades like Audrey, a pastel purple, and Elizabeth, a perfect pink. These chic colours will cure in 30 seconds in the new Bio Sculpture Gel LED lamp. Achieve timeless elegance with Bio Sculpture's seven new shades.

www.biosculpturenails.com



BIOBLISS Anti-Wrinkle Patch System has revolutionized anti-aging remedies. The innovative delivery system uses ion technology to distribute anti-wrinkle ingredients like hyaluronic acid, peptides, vitamins, and antioxidants. The lightweight pads allow the ingredients to travel deep into the skin reducing the time you see results from weeks or months to only 30 minutes. Available in two shapes to treat wrinkles on the forehead and eye area.

www.biobliss.com



Phytomer Night Recharge Youth Enhancing Cream offers detoxifying and revitalizing effects using marine ingredients to promote the elimination of toxins and pollutants that disrupt proper cell functioning. Studies showed after one month of use, 91 per cent of women who tried Night Recharge said their features were smoothed and skin felt better equipped for the day.

www.phytomer.com



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www.ca.babor.com





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www.oxygenpur.com



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www.lyconcanada.ca



Dr. Renaud Sun Glow Moisturizing Milk combines a creamy moisturizing formula with a hint of colour to create the perfect tan. Whether you're looking for a subtle glow or need help evening out a natural tan, this self-tanning milk will provides a balanced colour from head to toe.
www.drrenaud.com

Merlot Skin Care has launched its new My Daily Beauty kits featuring an easy three-step skin care routine. The line uses the power of natural grape seed antioxidants to fight free radicals—the particles generated by smog, pollution, and harmful UV rays that routinely damage our skin. Merlot Grape Seed Cleanser, Hydrating Toner, and Merlot Moisturizer with SPF are packaged in one convenient box and available online for a limited time.
www.merlotskincare.com



PUR attitude unveils its new anti-aging skin serum, Fountain of Youth. Enhanced with natural Hyaluronix technology, the serum binds moisture deeply into the skin by delivering up to one thousand times its weight in water. This patent-pending technology addresses skin issues related to hydration, anti-oxidants and nutrients to give a more youthful-looking appearance.
www.puratattitude.com



Laser Wellness PMA's Ultimate Q-Laser Professional System Low Level Laser Therapy is a non-invasive, non-thermal laser that lets light energy penetrate the skin and underlying tissue to inspire natural healing of the body. It is the only low level laser therapy in the world with FDA approval for osteoarthritis of the hands. The laser system's benefits include reduced inflammation, stimulated blood flow, enhanced collagen and endorphin production, and more. Training and ongoing support is available.
www.LaserWellnessPMA.com

soul to sole

by Theresa Rogers

Darlene McCarthy & Lee-Anne Fleming

Darlene McCarthy and Lee-Anne Fleming regularly finish each other's sentences. The Newfoundlanders have known each other since high school and worked together in the industry for more than 30 years. They teach aesthetics at the local community college and started Ossetra Wondrous Earth in 2005. When the college dispensary would run out of supplies the two women were often left waiting for shipments so they developed their own products. People started coming back for more. The women looked around at all of the natural wonder their province has to offer such as iceberg water, seaweed, berries and caviar, and developed a simple, good-for-you line of natural skincare with active ingredients.

My best advice for working with a friend is... we both have our strong points and our weak points. We work very well together that way. We listen to each other and we take each other's opinions, thoughts, and likes and dislikes and really think about them. When you are in tune with each other that way, you're not a one-man band. We want to be an orchestra.

... for developing a product line is... never give up. You have to have a passion for it and really believe in what you're doing. Some days are diamonds and some days are stones and you have to take it all in stride.

... for going green... be very conscious about what you are doing in the spa as in what you are using—anything from your linens, your paperwork, even the uniforms that the estheticians wear to your output such as samples or garbage. Make sure that if you are going to be a green spa you are true to what you are saying.

The most important thing is... make sure whoever you go into business with, you check references and maintain good paperwork. Good paperwork makes for good business relationships. That doesn't have to do with us. We've known each other since high school. If we didn't like each other we'd be long gone! ❖



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We would like to extend our gratitude to each of our loyal customers for our first ten years!

Belinda Thornhill

Belinda Thornhill

Donna Thornhill

Donna Thornhill





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