

Spa Inc.

Canada's spa connection

Winter 2012/13

Drawing from nature at
the Brentwood Bay Spa

Secrets to
staying young

www.spainc.ca

Publications Mail No. 40026342 \$6



REAL SCIENCE

REAL THERAPY

REAL RESULTS

2

Ultra oxygenate any of your
spa water treatments

Apply & resell our
revolutionary ultra oxygenated
skin serums to your clients



Introducing unique patented
& proven technology.

Discover real oxygenated
skin care solutions.

100% chemical free
wellness delivery systems

Let your skin take it in.
absorb life



 **OXYGEN PÜR**
2 **absorb life**



Update your spa with a new RX!

Incredible potential revenue of **\$155,000 per year** with a single RX-6 running at 60% utility!

20-minute relaxing multi-wavelength, infrared therapy via our 3600 Watt **Collagentex** plasma-arc lamp system.

Deeper-penetrating infrared for lymphatic drainage.

Give a massage while rejuvenating your clients.



MADE IN CANADA! BUY DIRECTLY FROM THE FACTORY!

The RX-6 full-body scanner can pay for itself with only **2 new customers per month** with our incredible finance, lease and rent-to-own options—*with no fine print!*



Phone Eddy at (450) 622-4004 for more information.

Incredible factory-direct financing rates during January and February 2013!

Dr. Arlin's
collagentEX

www.collagentex.com

CONTENTS

Cover photo:
Brentwood Bay Spa, Victoria, British Columbia



spa talk

07 **News from the spa industry**



ambiance

12 **Brentwood Bay Spa**

Victoria's spa channels the therapeutic facets of nature into unique spa rituals

14 **Hammam Spa**

Old-world rituals and ancient relaxation techniques in Toronto

strategies

16 **Forever young**

New treatments and tools help clients defy signs of aging

20 **Tightening massage regulations**

New rules by insurance companies target massage claims

22 **Rejuvenation with oxygen**

New O2 treatments promise major anti-aging benefits

medi-spa 101

24 **New developments in fillers**

Your own fat: the hottest trend in cosmetic surgery

beauty marks

27 **The self-empowered 50s**

Tips and products for clients over 50

28 **Glycobiology**

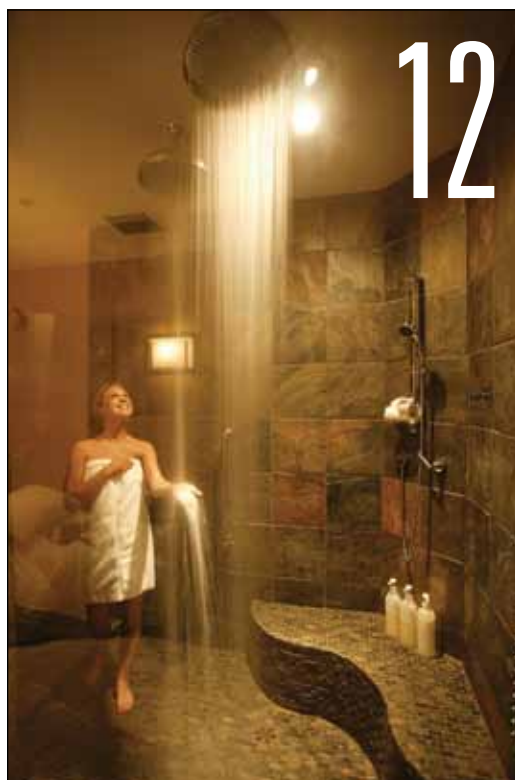
The power of sugars

fresh & new

31 **Hot new products and equipment**

soul to sole

34 **Ben Kaminsky**





The glory years

I celebrated my 40th birthday this past November, and I feel fabulous. Whereas once upon a time hitting that milestone meant 'good-bye youth, hello steep downward slope' today age is no longer something to hide. We have strong role models demonstrating the strength and beauty of women as we accumulate life's experiences and knowledge, and we are empowered to choose healthy lifestyles, smart approaches to our personal care, so we can look and feel as self-confident as our years of learning and doing enable us.

This issue focuses on anti-aging, and the smart ways to protect ourselves, our body and skin, to put our best face forward and stay poised through the years. It's not about fighting the passage of time, but about taking control and making decisions in our own best interests. Spa clients are looking for healthy, innovative options for their personal care, and our industry is best situated to provide those solutions.

The feature article on p. 14, Forever young, by Talbot Boggs, explores various approaches to keep our bodies prime, from massage, to new technologies, to a complete holistic approach to our well-being. Now, having stepped through the door into a new decade in my life, I'm satisfied that the need isn't to mask myself but rather to get the support, tools and products to keep the face in my mirror reflecting the soul inside.

Our spa community holds a place of pride for the role we can play to help clients feel and look their best. We constantly hear testimonies about the brilliant effects of treatments and methods—we should share them and celebrate what a great service we bring to Canadians as we, together, are aging beautifully.

Wishing you a wonderful 2013,

Heather Ednie

ISSN 1710-1727 - Volume 9, Number 3

Publisher Susan A. Browne
sbrowne@dvtail.com

Editorial Director Theresa Rogers
trogers@dvtail.com

Editor-In-Chief Heather Ednie
hednie@dvtail.com

Staff Writer Nick Heffernan
nheffernan@dvtail.com

Art Director Tammy Malabre
tmalabre@dvtail.com

Contributors Talbot Boggs
Dr. Peter W. Bray
Amy Ge
Lisa Gossen
Shayan Jaffer

Advertising Manager Beth Kukkonen
bkukkonen@dvtail.com

Advertising Sarah Vassos
svassos@dvtail.com
905-886-6641, ext. 310

Marketing Manager Lisa Pressacco
lpressacco@dvtail.com

Marketing Co-ordinator Keri LaPlante
klaplante@dvtail.com

VP of Production Roberta Dick
robertad@dvtail.com

Production Manager Crystal Himes
chimes@dvtail.com

Production Co-ordinator Joanna Forbes
jforbes@dvtail.com

Published four times a year by:
Dovetail Communications Inc.
President: Susan A. Browne

Tel: 905-886-6640
Fax: 905-886-6615
Email: general@dvtail.com

SUBSCRIPTIONS AND RETURNS
30 East Beaver Creek Rd, Suite 202
Richmond Hill, Ontario L4B 1J2

PUBLICATIONS MAIL AGREEMENT NO. 40026342

Legal Deposit – National Library of Canada. All rights reserved. No portion of this publication may be reproduced, in all or in part, without the written permission of the publisher. Dovetail Communications Inc. cannot be held responsible for any losses or other damages incurred by readers in reliance on information appearing in Spa Inc.

Spa Inc. and Dovetail Communications Inc. do not assume any responsibility for the contents of any advertisement and any and all representations or warranties made in such advertising.

Spa Inc. will review unsolicited submissions (hard copy or digital texts, photos or illustrations) for editorial consideration but does not guarantee their publication. The submitted material may be used without consent or payment.

One-year subscription: Canada \$25, U.S. \$39.
Single copies: \$6. Please add GST/HST where applicable.

Tel: 905-886-6640

PRINTED IN CANADA



25 YEARS **DOVETAIL**
COMMUNICATIONS INC.



Printed on paper with 10% post-consumer waste. This magazine is recyclable. Please recycle where facilities exist.

Bio Sculpture Gel gives you
the best of both worlds...



Leading Nail Care

First we were the SAFEST,
and now we are the SAFEST and the FASTEST gel nail system all in one



Introducing
Bio Sculpture **LED** Gel...
30 second curing...
30 minute gel overlays

Bio Sculpture Treatment and Color Gels cure in only 30 seconds using a specially developed Bio Sculpture **LED** Lamp or 2 minutes in the CFL lamp.

Bio Sculpture Gel leads the nail industry in all categories:

- ◆ Quick Application
- ◆ Appearance
- ◆ Health
- ◆ Durability
- ◆ Simplicity
- ◆ Ease of Removal
- ◆ 180+ color gels worldwide

Premium Five Star Quality Gel Nail System. **LED** system is safety tested and approved.

Join us for the Canadian Launch of Bio Sculpture **LED Gel** at Esthetique Spa International Trade Show in Toronto, April 28-29, 2013.



Born to Style

The Aveda Institute of Canada will be giving away more than \$40,000 in scholarships in 2013. The Born to Style hairstyling scholarships will be awarded to a winner at each of the four Aveda Institute campuses in Winnipeg, Calgary, Vancouver, and Toronto. Sixteen finalists will be chosen based on submitted videos showing why they were Born to Style, then the public will vote online to send candidates to the final round of competition: a live style-off and runway show in May.



Beauty goes green

Eminence Organic Skin Care has announced an exciting new commitment to Mother Earth—the Forests For The Future initiative. For every product sold in the active organic or Biodynamic product lines, they will plant a tree. Eminence relies on sustainable farming and green practices to create its products and this new tree planting project takes that commitment one step further.

Match-making **ONLINE**

Spas challenged to hire the best people have a new resource to tap. Beauty Nine to Five is a career website providing qualified candidates to employers in the beauty industry. Employers can post their positions for candidates to apply. As well, a resume database will allow employers to view the best resumes from all fields, pre-screened for either beauty education or experience.

www.beautyninetofive.com



Canadian spas get noticed

The SpaFinder®Wellness 2012 Readers' Choice Awards were announced with a number of Canadian spas among the winners. Ste. Anne's Spa won the Favourite Spa in Canada for the 7th year in a row, presented to the most-voted spa in Canada by spa-goers across the world. This year's awards tallied a record amount of votes globally, identifying favourite spas regionally and across 27 categories.

Other big Canadian winners included: KurSpa at Sparkling Hill Resort and Wellness Centre, Vernon, BC (Best for Accommodations, Best for Girlfriend Getaway & Bachelorettes, Best for Interior Design, Best for Weddings, Best Pet-Friendly); Spa Eastman Health and Wellness Retreat, Eastman, QC (Best for Affordability, Best Eco-Spa, Best for Going Solo); Sante Spa at Hotel Le Germain, Calgary, AB (Best New Spa of 2012); Fairmont Chateau Whistler, Whistler, BC (Best for Ski & Snow, Best for Outdoor Adventure).

The complete list of winner can be found at www.spafinder.com/rca

New clinic puts **Vancouver's** best face forward

Derma Bright Clinic opened a new location on Vancouver's west side in November, launching with a brand new line of skin care machines, manufactured by Raja Medical. With up to a year waiting list to see a dermatologist in BC, other options to help with skin issues are well-received. Derma Bright offers an acne program, anti-aging options, and a variety of treatments for specific skin issues including sun damage, rosacea, and eye bags.



India to host global spa leaders

The 2013 Global Spa & Wellness Summit (GSWS) will be held in Jaipur, India, from October 4 to 7. Leaders from 40 countries are expected to participate. As the birthplace of yoga, meditation and Ayurveda, India has helped lead the development of the spa and wellness industry worldwide. The GSWS is recognized as a preeminent gathering dedicated to bringing together industry leaders in a collaborative setting and inspiring delegates to impact the future of the industry through innovation and open dialogue.

www.globalspaandwellnesssummit.org

Rewarding innovation

Nordik Spa-Nature in Chelsea, QC, is a favoured oasis for local clientele and tourists to the region. A continued focus on improvement, on innovation and excellence, ensures Nordik remains a beautiful relaxation haven. In 2012, Nordik invested \$4.1 million in a new European-inspired addition, Panorama, making it the biggest spa in North America.

The Tourism Industry Association of Canada recognized that commitment this year with the Deloitte Innovator of the Year Award, part of the Canadian Tourism Awards. The annual awards, recognizing success, leadership and innovation in Canada's tourism industry, were presented at a gala dinner on November 20.

Nordik's innovative spirit rages on, with a exciting new venture: the new Nordik Spa-Nature is set to open its doors this spring in Winnipeg.



Nordik staff receive award. From left to right: Marie-Ève McEwen (marketing coordinator), Marianne Trotier (public relations manager), Martin Paquette (president), Frédéric Jenni (general manager) and Daniel Gingras (vice-President).



SpaInc.

Canada's spa connection

Connect with **SPA Inc.** and the Canadian spa community!

Visit us today at www.spainc.ca

For up-to-date news, products and exclusive offers, please find us on



www.facebook.com/SpaIncMag



@SpaIncMag



pinterest.com/SpaIncMag/



www.linkedin.com
Search: Dovetail Communications Inc.

Watch out for our Newsletter coming in 2013!

Sign up at www.spainc.ca to receive our upcoming Newsletter for spa tips, great deals and so much more!!!



*Belmonda*TM
January | February 2013

SPARITUAL[®]



MEDITATE COLLECTION PRINTEMPS 2013

81230

DISPLAY
18 PIECES

\$110.00

88817

PACK OF
4 PIECES

\$11.00
~~\$14.00~~



**CLAY
MASQUE**

83414 **\$28.99**
7.7 Fl Oz

83416 **\$150.00**
59 Fl Oz



**SAND
SCRUB**

83397 **\$28.99**
7.7 Fl Oz

83399 **\$138.00**
59 Fl Oz



**BODY
BUTTER**

83437 **\$28.99**
7.7 Fl Oz

83439 **\$150.00**
59 Fl Oz



ORLY

I LOVE NAILS

FEBRUARY COLLECTION 2013



450566
DISPLAY
12 PIECES

\$71.40

\$14.40
MINI KIT
4 PIECES
48172



**BUY 4 ORLY GEL FX AND
GET THE 5TH FREE!**

**BUY 2 PERMANENT
COLLECTION
LACQUERS AND GET 1
MAGNIFIQUE FREE!**



china  glaze
Nail Care Cosmetics

AVANT GARDEN

SPRING COLLECTION 2013



81205
DISPLAY
12 PIECES

\$130.00

PACKS OF
6 PIECES



81202

\$32.50



81201



81275
DISPLAY
30 PIECES

\$170.00



**BUY 3 PERMANENT
COLLECTION LACQUERS
AND GET THE 4TH FREE!**

RYB

research value beauty

24h CREAM

F52311 bio-hydra
F52411 bio-calm
F52511 bio-purity



\$48.00
1.7 oz

AGE DEFYING LIP AND EYE CREAM



F52041
\$32.40
0.5 oz

**BUY 24h CREAM +
AGE DEFYING LIP
AND EYE CREAM
FOR:**

\$72.00



CLEANSING MILK
F52001 **\$23.10**
6.8 oz



TONIC DEW
F52011 **\$23.10**
6.8 oz

**BUY TONIC DEW +
CLEANSING MILK
FOR:**

\$41.00



CUCCIO

NATURALÉ

HYDRATING BODY BUTTER

milk & honey # 3170
pomegranate & fig # 3171



**BUY 1 AND
GET 1 FREE!**

\$8.95
20 oz

SEA SALT SCRUB



**BUY ONE AND
GET THE 2ND
HALF PRICE!**

\$19.95
19.5 oz

3077 milk & honey
3095 pomegranate & fig
3085 tuscan citrus
3084 papaya & guava
3194 lemongrass and lavender

MINI BUTTER TOWERS



milk & honey # 3211
pomegranate & fig # 3215
tuscan citrus # 3217
papaya & guava # 3218

\$32.95
6 x 1.5 oz

**BUY 2 OR
MORE FOR:
\$25.95 EACH**

NORVELL

skin solutions, llc

"INSPA" TOURING PACK

*INCLUDES:

- Z3000 HVLP System
- HVLP Spray Gun
- BONUS Back-up Spray Gun
- Solution Storage Cup with Cap
- Pop-up Tent
- Overspray Floor
- Fan
- Pro Products Kit
- Sunless Retail Kit
- Promo pack
- Indoor/Outdoor Banner
- Norvell University Basic Certification Video



\$1825.00

INSPA

ambiance *brentwood bay*

by Amy Ge



Relaxation,



Victoria's only five-star oceanfront resort, the Brentwood Bay Spa, strives to reflect the beauty and tranquility of the West Coast in all aspects of its spa. Drawing much of its inspiration from the island's natural surroundings, the spa channels the most therapeutic facets of nature into its unique spa rituals that soothe the mind, body, and soul.

The spa, which boasts a West Coast contemporary feel, also incorporates the natural elements of the island into its design. Made mostly from wood, stone, and glass, the Brentwood was built to mimic its beautiful setting. Clear, broad windows present guests with an unobstructed view of the vast ocean water and lush, green forests of the island, leaving them at total peace with themselves and their surroundings.

The Brentwood offers a menu of unique experiences, such as vinotherapy, using grapes and wine which are infused with rich antioxidants and minerals, making it the perfect treat for wine-lovers. The Vino Stomp Pedicure, the most distinctive treatment, offers all the benefits of a conventional pedicure but with a unique twist. Whole, locally grown wine grapes are added to the foot soak for clients to crush with their feet, releasing antioxidant benefits. This lavish treatment also includes a grape exfoliation,

the natural way



vinotherapy foot massage, paraffin dip, a glass of wine to enjoy and even an OPI polish to take home. The Brentwood is an avid fan of vinotherapy treatments, focusing on utilizing wine externally rather than internally. Inspired by the wineries on the Saanich Peninsula, the spa incorporates the luxurious liquid to spice up traditional spa mediums.

One of the most popular treatments, says spa manager Kelsey Rogers, is the Essence of Life Signature Wrap. "The treatment begins with a green tea and seaweed body scrub followed by a glacial clay wrap. While the client is bundled in the wrap we perform a mini facial and scalp massage. We then remove the wrap with our Vichy shower, followed by a full body hydration with a seaweed body butter leaving the skin mineralized and deeply hydrated." The treatment is meant to hydrate, detoxify, and infuse minerals into the skin and is extremely flexible to suit the needs of each client.

Brentwood's massages, such as the West Coast Hot Stone Massage, can be tailored to meet the needs of each customer as well. "Each treatment can be adjusted for the guests' preferences depending on the areas they would like to focus on." Heated basalt stones are placed on either side of the spine, underneath

the back, with large warm stones placed down the front of the body. The therapist will then use stones to actively massage the full body, front and back.

With a consistent clientele of honeymooners, it's no wonder that the Brentwood Spa maintains an extensive spa menu of couples' treatments for partners looking for a little TLC. Among the list is the Essence of Life Signature Massage Duet: a smooth flowing massage combined with hot basalt stones, local seaweed, and an exfoliation for feet and back, turning even the most rigid of couples into lithely lovebirds.

When it comes to attracting the attention of foreign visitors, even Victoria's endless tourist must-sees are no competition for this spa. Those who step foot into the spa are charmed to return and it seems the Brentwood has discovered the secret to building a band of loyal clientele. What keeps guests coming back for more, says Rogers, is the accommodating, attentive staff who strive to pamper their guests with treatments that target specific problems. "We want to make our customers feel amazing."

It also doesn't hurt that all guests have access to the heated front lounge and pool. "We have a licensed pool deck. We are open every day of the year. Guests are welcome to use our outdoor heated pool and hot tub during their visit." Guests are especially encouraged to take advantage of the inclusive pool service in the summertime.

There are many customer incentive programs in place to ensure clients keep coming back. "We offer a membership program that works on a yearly basis where we offer monthly specials and discounts toward our treatments."

In the coming years, the spa wishes to stay consistent with its superior customer service while still evolving and adapting to the needs and wants of its clientele. Whether a client is looking for maintenance, relaxation, or a getaway, the Brentwood will deliver. ❖

Opened: 2004

Size: 3,500 square-feet

Number of treatment rooms: 8

Number of staff: 14

Retail: Pevonia, Jane Iredale, Beauty Through Balance by Ancient Secrets

Journey of the senses



Located in the heart of downtown Toronto, Hammam Spa brings old-world rituals and ancient relaxation techniques to the fast-paced, corporate crowd and infuses it with contemporary technology and design to create a truly unique relaxation experience.

Hammam Spa has masterfully taken inspiration from the ancient philosophies of the ritualistic baths in Turkey, and has created their own urban, 500 square-foot co-ed Hammam.

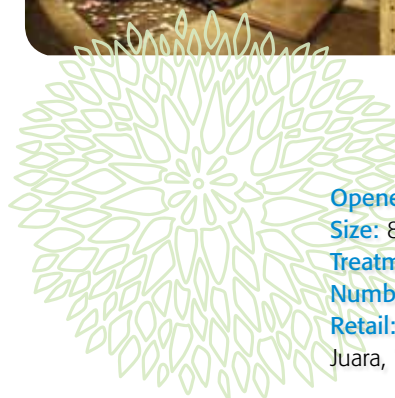
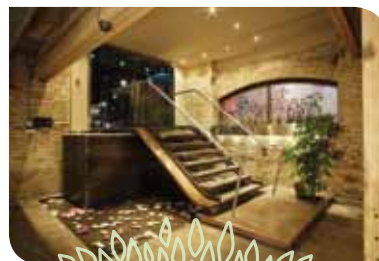
"A deep, relaxing steam is emitted from the Hammam. This works in a multitude of ways to promote well-being and boosting one's immune system," says Paula Aveling, director of marketing at Hammam Spa. The heat in the Hammam, rising to 98 C, relaxes the muscles, relieving built up stress and alleviating pain. Eucalyptus oils are diffused in the Hammam, the benefits of which include promoting good respiratory health, and containing anti-inflammatory properties. This facility is the first of its kind in eastern Canada, with the style and feel of a natural grotto with black slate surfaces and lit onyx bowls that hold iced towels and cold water to cool down.

In addition to the Hammam, Hammam Spa offers two signature treatments inspired by those that were customary to the original Hammams found throughout Europe and the Middle East.

"Firstly, the Hammam Turkish Bath Treatment," describes Aveling. "This authentic bath is performed in our Turkish Suites lying on a white onyx table heated to 108 C in a candle lit and rosemary-scented environment. Its purpose is to cleanse, relax, and purify the body and skin using hot and cool water techniques in conjunction with exfoliation practices developed over centuries."

Secondly is the Rhassoul Wrap treatment. Performed in a rosemary-scented room, light by delicate candlelight, atop a white marble table heated to 104 C, combining massage and exfoliation, the wrap is designed to relieve tension and relax strained and tired muscles.

The ambience is second to none. "We are not a sterile or clinical looking spa, nor are we an ultra-feminine space," Aveling says. "Ours enraptures the senses with the use of different touches including candlelight, incense, music, and flowers. Every part of the sensorial journey is carefully developed to create just the right environment to have your stresses relieved and your passions revived." ❖



Opened: 2005
Size: 8,000 square-feet
Treatment Rooms: 10
Number of Staff: 35
Retail: Dermalogica, SkinCeuticals, Juara, Naturelle D'orient

fractora Facial

EXCLUSIVE TO THE BODYTITE MODULAR PLATFORM

Move over facelifts!

Patients now have a safer, non-invasive option to traditional surgery.

View Our Webcast

As presented by: Dr. Stephen Mulholland

Visit www.fractorafacial.ca to watch, or scan the QR code to the right. Or call us at 1.800.898.7455 (x247)



R. Stephen Mulholland, M.D., FRCPC.
SpaMedica, Toronto, ON, Canada

Internationally renown plastic surgeon, R. Stephen Mulholland, M.D. invites you to join him to discover the Revolutionary New SubDermal RF SkinTightening & Contouring Technology.



Photography: Stephen Mulholland, MD

BodyTite: The Modular Platform that Grows with you.

From non-invasive body contouring to minimally-invasive lipsculpting, the BodyTite™ RF Platform provides a variety of non-invasive handpieces to fit the range of needs.

- | | | | |
|---|----------------------------------|------------------------------------|-------------------------------------|
| fractora™
Fractional Skin Resurfacing | titeFx™
Body Sculpting | F·I·R·M™
Skin Remodeling | P·L·U·S™
Skin Remodeling |
| bodyTite™
LipSculpting | FaceTite™
LipSculpting | NeckTite™
LipSculpting | CelluTite™
Skin Smoothing |

fractora™ + F·I·R·M
Fractional Skin Resurfacing Skin Remodeling



Exclusively Distributed by
Sigmacon Medical Products Inc.
1.800.898.7455



Forever young

New treatments and tools help clients defy signs of aging

Photo courtesy of Chi, the Spa at Shangri-la, Vancouver, BC



Caviar lovers rejoice. Not only can they eat the rare and expensive delicacy, now they can have a facial with it. That's right. Customers at Chi, the Spa at Shangri-la in Vancouver, BC, can receive a 75-minute golden caviar facial.

The treatment uses products which contain caviar extract. It activates skin cell metabolism and skin micro-circulation, softening lines and wrinkles and helping to prevent premature skin aging. "Caviar extract promotes the skin's ability to bind moisture and balances the moisture level," says spa manager Amy Berry. "It makes the complexion appear more balanced, even, and radiant."

If apples are more to your taste, you can receive a Phytocell facial at the Fountain Spa at the Pillar and Post hotel in Niagara-on-the-Lake, ON. A new anti-aging cell formula from Biodroga uses stem cells from a rare type of apple known as the Uttweiler Spatlauber which significantly protect the longevity of the skin's own stem cells and stimulates their activity.

"The apple always has been synonymous with beauty and seduction, but scientists now have found evidence that apple stem cells (PhytoCell™ *Malus Domestica*) are an effective ingredient in anti-aging care, waking up sleeping cells, increasing metabolic activity, improving the skin's rhythm and counteracting chronological skin aging," says spa manager Karen Thomas. "Lines are visibly diminished, tissues are strengthened and the skin is more vital and fuller looking."

These are just two of many new anti-aging treatments, products, and technologies that spas across the country are offering their customers. "People are looking for treatments that produce real results with no skin damage," says Lydia Sarfati, founder and CEO of Repêchage. "The trend in cosmetic chemistry today is to ingredients such as peptides that deliver signals to the cells. And they want to see improvements to all parts of the body."

Peptides are amino acids (protein) that are linked together in a chain. Peptides have been found to improve cell growth and have a botox-like effect, firming and regenerating the skin, improving skin nutrition and generally preventing the skin aging process.

Anti-aging treatments increasingly are incorporating the use of seaweed. Repêchage has developed a four-layer facial treatment. The first layer applies a C-Serum to the face and neck and décolletage and massage for about five minutes. A hydrating cream is then applied followed by a seaweed mask and then a mineral mask which is applied over the seaweed one. The mask is removed after about 15 minutes.

"Seaweed benefits the skin in a myriad of ways including rebalancing, regeneration nourishing, detoxifying, mineralization, hydrating, purifying, and firming," says Sarfati. "Many skin

treatments are short-lived but seaweed is one of the most widely used around the world today."

Stay young with massage

Massage therapy today is being heavily influenced by Eastern traditions. Chi in Vancouver recently introduced three Wushu massages. The treatments are inspired by the stretching and body care methods of Wushu martial arts.

Each treatment begins with stretching coupled with breathing exercises.

A toxin release massage uses a bamboo rod for stretching and rolling over the muscles to stimulate relaxation, followed by a medium- to firm-pressure massage using Chi oil.

A stress relief treatment uses Tai Chi massage to ease stressed nerves followed by a vigorous muscle-warming to release back and shoulder tension.

Finally, a specialized problem areas massage uses effleurage to warm the muscles followed by massage techniques to locate energy blockages within the body. Trigger acupoint then is applied to release the energy in problem areas to create a better body balance.

Age-defying technology

The Sante Spa and Cosmetic Laser and Vein Centre in Calgary offers a broad suite of services and technology designed to "bridge the gap" between anti-aging facial, body, and massage treatment and more medical botox, filler, and laser anti-aging procedures.

This past year, the spa began offering specialty facials using an M-6 collagen activator, a new mechanical device that stimulates tissue in the face and neck, and improves blood flow and collagen regeneration.

Early in 2013, the spa will introduce new equipment from Italy that provides customers with an assessment of their entire body based on weight, body mass index, and other factors. "Our Spa Slim Up station allows us to analyse your body on a technical level, including personal data and exercising activities, giving us the ability to recommend a program of personalized treatments which may require a combination of our latest technologies, that include the LPG Cellu M6, Slim Up Ultra, Big Steam and Hydro Spa," says spa manager Kim Hochstein.

Introduced from Italy, Slim Up Ultra combines infra-red heat, ultrasound, and electro stimulation to firm and tone the skin, treat cellulite and reduce fat. Slim Up Lymphatic Drainage is a computerized compression therapy system, the latest in mechanical lymphatic drainage technology. Therapeutic benefits include cellulite prevention, reduced swelling, and a boost to the immune system while eliminating toxins. Introduced from France, the LPG Cellu M6 Lip massage is a non-invasive procedure in which various areas of the body can be targeted for treatment of cellulite, excess fat, and lax skin.



Photo: Chi, the Spa at Shangri-la, Vancouver, BC

"This is a whole new field in Canada," says Hockstein. "It has required a very significant investment, not only in terms of money but also in training our staff. A lot of people are looking for help with their entire bodies, and that's what we now can provide."

Sante also offers more medically-based anti-aging procedures such as botox and fillers, laser treatments to remove spots and surface layers of dead skin, thermage (the use of radio frequency waves to heat and firm the skin on

the arms, legs, torso, and abdomen), laser hair removal, and treatment of varicose veins in the lower legs.

"For anti-aging, when you combine all these things together it has a huge effect," says Dr. Wendy Smeltzer. "Having a medical clinic attached to a spa is a trend that has been developing in the industry over the last few years. Although these essentially are cosmetic procedures they need to be performed in an environment with physicians."

Holistic approaches

The Fountain Spa has taken things one step further and developed a retreat program designed to help couples and parents and children improve their relationships. "You'll focus on all the good aspects that first brought you together, helping to build a stronger foundation for the days ahead—perfect for engaged or married couples, mothers and daughters or any two people who care about the well-being of their relationship," says Thomas.

Most spas are focused on their services and procedures and on getting customers in the door, but few do anything to help customers as they leave. "They need to focus more on the departure, giving people information about how they can improve their diet, exercise, and lifestyle in general to complement and maintain the improvements they have achieved while in the spa," says Sarfati. "If you capture people as they leave they're more likely to return again. I think spas are really missing the point here and need to do more. ❖



Intercosmetics
LEADERS IN ESTHETIC & SPA SUPPLIES

OxyOasis
Micro Mist Facial System

Rejuvenate
with an
oxygen facial



SWISS+MED

Alpha Beta Peel
Multipurpose peel,
immediate results
for all skins with
no downtime!



**RVB Color Therapy
Treatment Makeup**



SHOP ONLINE
www.intercosmetics.ca

**RVB
HOLISTIC BEAUTY**

Organic and Natural
skin and body
treatments
from Italy



footlogix
PEDICUTICALS

Where Medi meets Pedi!



CND

Hands. Feet. Beauty.

Shellac
Authorized Dealer



Available in January

O.P.I

Authorized Dealer



HEAD OFFICE - MISSISSAUGA - 1035 Stacey Court • Mississauga, Ontario • (800) 263-4333
WATERLOO - 385 Weber Street • Waterloo, Ontario • (519) 885-2603
OTTAWA - 213 Dalhousie Street • Ottawa, Ontario • (800) 463-3774 • (613) 789-9292

Tightening massage regulations

New rules by insurance companies target massage claims

New rules instituted by insurance companies across Canada this year are setting higher requirements for massage therapists to provide insurance claims for their clients.

Massage therapy remains the primary treatment received by spa goers according to the International SPA Association 2011 U.S. Spa Industry Study. With the exception of Australia, Canadian training standards remain the highest in the world, with many therapists achieving 2,200 hours of training. British Columbia, Ontario, and Newfoundland and Labrador are provinces where massage therapy is regulated by a College of Massage Therapists and all members of the college achieve 2,200 hours of training and undergo rigorous examinations to be allowed to practice.

Until recently in all provinces, regulated or unregulated, as long as the registered massage therapist (RMT) belonged to any association, clients were able to claim their massages for reimbursement by insurance companies. In 2012 insurance companies such as Manulife, Sunlife, and Great West Life are asking all RMT's regardless of province to have a minimum of

2,200 hours of education and/or belong to a recognized association that sets certain requirements at a level comparable to those practitioners who are licensed in regulated provinces.

The Natural Health Practitioners of Canada (NHPC) is an association that has most of its members in Alberta but also a small amount of practitioners in other provinces. Their membership includes other modalities besides massage therapy so only some of their practitioners would be eligible for insurance claims outside of regulated provinces as long as they have 2,200 hours and/or have been approved on a case by case basis by the insurance companies.

How will this affect your spa? Whether you are a resort spa, day spa, or holistic clinic, a large part of your income comes from massage therapy services.

In BC, ON, and NFLD the titles massage therapist, registered massage therapist, massage therapy, and therapeutic massage (see websites for a full listing of protected titles) are protected under the government's *Health Professions Act* and can only



Here are some things to think about as you assess your needs regarding massage therapy services:

Registered Massage Therapists

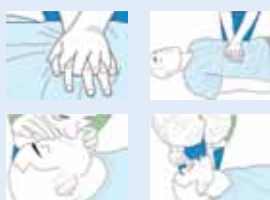


- ✓ Clients can claim massages through insurance
- ✓ High quality of education, ensuring accountability, professionalism, and protection for clients
- ✓ Consistency of training
- ✓ Higher professional standards, most take yearly upgrading and CPR certification and have professional liability insurance
- ✓ Higher pay scale
- ✓ Ability to compete with massage therapy clinics
- ✓ Must keep clinical records of treatment for insurance companies and issue receipts with RMT registration numbers
- ✓ Depending on which province, you may have trouble finding qualified people

Unregistered Massage Therapists



- ✗ Clients will not be able to claim their massages
- ✗ Pay scale may be lower
- ✗ Training will not be consistent (1,000 hours of training should be your minimum)
- ✗ Massage therapy treatments may decrease, due to competition with massage therapy clinics
- ✗ Do not have to keep records of treatment for insurance companies or issue proper receipts with RMT's registration numbers





be used by massage therapists that are registered with the colleges. No other person other than a registrant may use these titles or practice massage therapy, under threat of prosecution.

Depending on the focus of your spa you will want to carefully consider the massage services goals for your location. If you are a day spa located in a large centre, likely your clients will want to claim their massages. More remote resort spas may not have the need to have registered therapists on staff for insurance claims.

For example, The Ancient Cedars Spa at the Wickaninnish Spa in British Columbia employs both registered and unregistered therapists. They do not issue receipts for insurance reimbursement to their guests and make sure all guests know the massage is for relaxation purposes only. The minimum standard all therapists achieve for employment at their spa is 1,000 hours. In contrast, The Fairmont Hotel chain employs only 2,200 hour registered therapists and they do issue receipts for insurance claims. Correct information regarding massage therapy regulations in each province will help you make an educated decision. Contact your provincial massage therapy association in your province for more information. ❖

Recognized RMT associations

The following is a breakdown by province of which RMT associations are accepted by insurance companies:

The College of Massage Therapists of Ontario
(www.cmta.com) or

The Registered Massage Therapists' Association of Ontario
(www.secure.rmtao.com)

College of Massage Therapists of British Columbia
(www.cmtbc.bc.ca)

Newfoundland and Labrador Massage Therapists' Association
(www.nlmta.ca)

Massage Therapists Association of Alberta
(www.mtaalberta.com)

Massage Therapy Association of Manitoba
(www.mtam.mb.ca)

New Brunswick Massotherapy Association
(www.nbmaamnb.ca)

North West Territories Massage Therapy Association
(www.nwtmta.org)

Massage Therapists' Association of Nova Scotia
(www.mtans.com)

Prince Edward Island Massage Therapists' Association
(www.peimta.com)

Professional Massage Therapists Association of Quebec
(www.amtmc-ampq.qc.ca)

Massage Therapist Association of Saskatchewan
(www.saskmassagetherapy.com)



Lisa Gossen is the owner of Emerge Spa Training, an on-site training institute for Massage Therapy, and Inner Balance Spa in Calgary. Lisa firmly believes capable and inspired staff is a key factor to a long term successful spa practice in the hospitality industry.

by Nicolas Heffernan

Rejuvenation with oxygen

New O₂ treatments promise major anti-aging benefits

Oxygen-based products have seen celebrities flocking to endorse the latest fad but these treatments might have some staying power. Oxygen has proven to be a powerful treatment in the effort to stave off the visual effects of aging.

"I think it started off with Madonna," says Giovanna Manchisi, senior manager, spa service at Elmwood Spa in Toronto. "But it's not so much a trend—it does actually give the results that it says it does and continuous use of it really does show results."

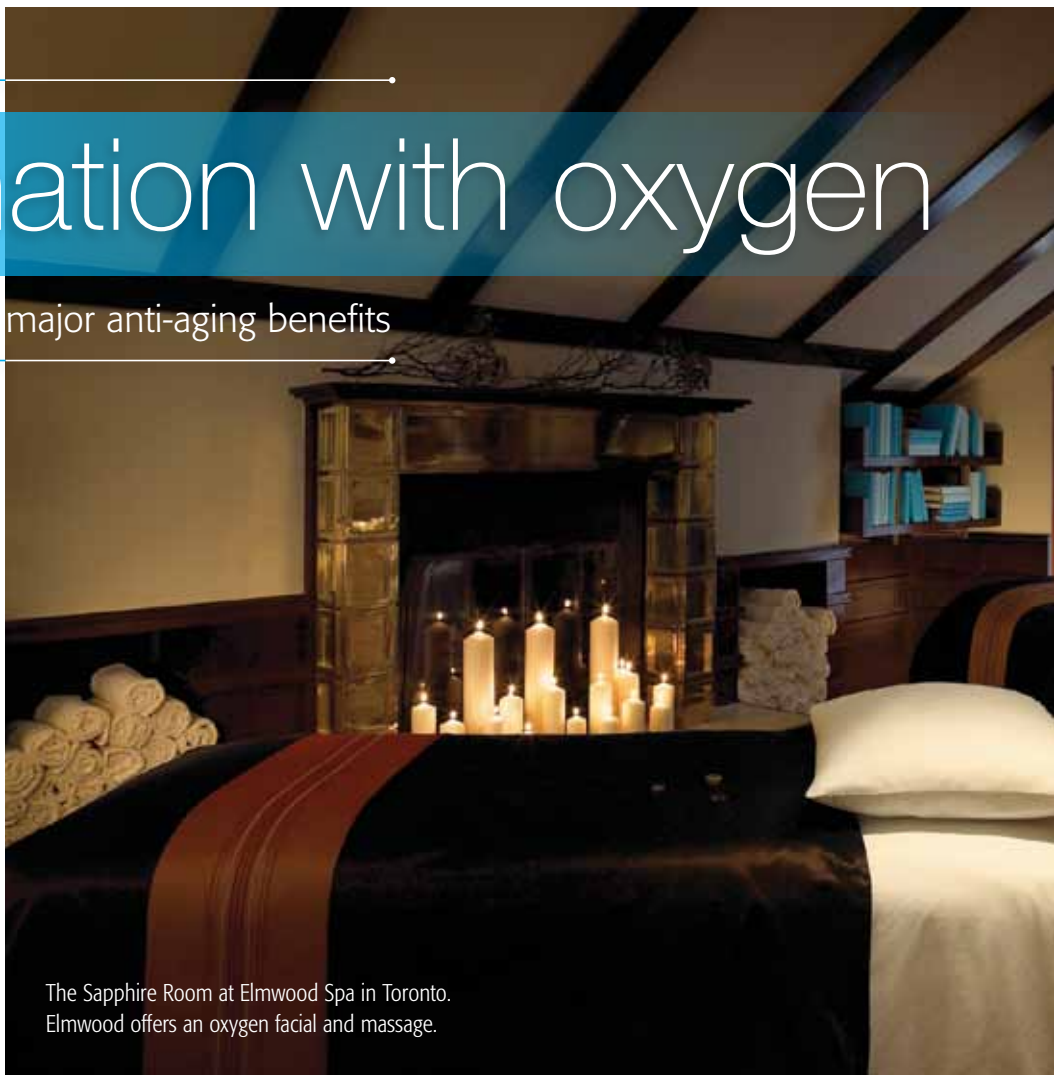
When oxygen enters the skin it enhances cell respiration which helps slow down the aging process, oxidizes toxins, and promotes cleaner, softer, and rejuvenated skin. With such effective results, a number of oxygen-based treatments are now offered in spas across the country, and new technology is hitting the market promising even greater results.

The O₂ facial

An oxygen facial delivers a mixture of high pressure, pure oxygen, and a serum to the face. Elmwood Spa offers the treatment, which takes 15 minutes. The facial can be geared to any skin type because of the different serums on offer.

"The serum is what's going to give you that benefit for that targeted area so when we do an oxygen facial the aesthetician will target the area you're needing," Manchisi says. "So if it's anti-aging we'll infuse a serum into the machine through the oxygen to target the anti-aging process."

Manchisi recommends the facial once every couple of months with a different type of facial in between. "(The oxygen) facial gives you an exfoliation but it's not as intense as other facials would be." However, the oxygen facial helps heal sun damaged skin and fight acne.



The Sapphire Room at Elmwood Spa in Toronto. Elmwood offers an oxygen facial and massage.

The O₂ massage

While these massages are popular in the United States they haven't really caught on in Canada yet. The practitioner massages the client while she is inhaling oxygen administered through the nose.

"(The oxygen) is doing an inside healing while we're healing from outside," says Manchisi, adding customers enjoy how they feel during and after. "They love it. They were really on board with the concept of healing from the inside out," Manchisi says. "There's a different feeling that comes with the massage. When you have the massage you feel very invigorated and very light and airy."

Manchisi recommends the massage once a month mixed in with other massage styles.

New O₂ technology

Gerry Merz might not have found the fountain of youth but he thinks he's got the next best thing with Oxygen Pur Spa Systems and Serums.



Oxygen Pur is a new technology that removes nitrogen from water and replaces it with oxygen and has been scientifically proven to have anti-aging benefits, among other beneficial properties.

"I certainly don't want to take anything away from Ponce de Leon and all the historic tales of finding the fountain of youth," says Merz, president and CEO. "I don't think we've so much stumbled on the fountain of youth as we've finally broken through to be able to harness oxygen and put it in a stable format that can be applied."

InVentures, the manufacturers, started the developing and testing process in 2008, with the brand being re-launched commercially in early November 2012. The two breakthroughs that allowed the creation of Oxygen Pur were researchers proving that skin can absorb oxygen and the creation of equipment that would highly oxygenate water and create a sustained effect for upwards of 40 minutes.

Once the increased oxygen enters the dermal layer, it creates an increase in blood flow up and into the capillaries. As people age their systems wear out. The vascular system is not as strong and circulation suffers. That is why there is a link between capillaries shutting down and visual signs of

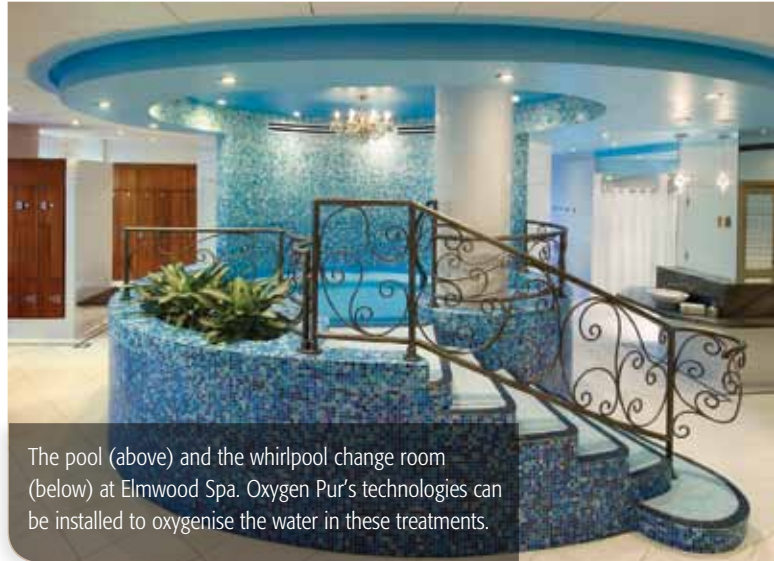
aging. The body does not deliver enough oxygen and the result is less cellular respiration, resulting in wrinkles, fine lines, less collagen, and age spots.

The greater availability of oxygen results in greater cell respiration, which in turn produces greater levels of CO₂. This causes vaso dilation allowing the body to be able to deliver more oxygen to the extremities for greater removal of toxins to the lymph system.

"Instead of masking that, what we're doing is from underneath, that blood flow is naturally coming up to the surface and it's having a positive effect on the skin from an inside-out versus outside-in process," says Merz.

Oxygen Pur offers spas a treatment system for any therapy that uses water, such as Vichy Showers, body wraps or facials. It also offers a serum that is applied in pea-sized amounts to the face and neck in the morning and evening.

"All we do is highly oxygenate the water flowing through the system," says Merz. "We don't pump the water, we just simply



The pool (above) and the whirlpool change room (below) at Elmwood Spa. Oxygen Pur's technologies can be installed to oxygenise the water in these treatments.

oxygenate it is as it passes through. Theoretically our equipment could oxygenate an Olympic-size pool. That's the big stuff. The smaller stuff—Vichy showers, smaller bathing water treatment systems—we could easily power that to infinity."

A typical treatment system starts at about \$7,000 but systems can range up to \$30,000 "for some of the top end custom built stuff."

The spa systems have been in the development and testing stages for a few years now with customers including companies in Germany and England, the New York Knicks and Complexions Spa in Albany, New York.

Denise Dubois, owner of Complexions Spa was one of the first to employ the equipment when she installed it after hearing about it through various industry contacts.

Complexions uses the oxygen system to enhance treatments, such as the steamers when doing facials, in acne treatments, hydrotherapy tubs, and Vichy showers.

"I've never done a survey but do I think it helps people choose to come to our spa?" asks Dubois. "Absolutely. It's a unique selling point." ❖

by Dr. Peter W. Bray

Reduce, Re-use, Recycle

Your own fat: the hottest trend in cosmetic surgery

As people want aesthetic treatments that are fast, effective, and with minimal downtime, injectable “fillers”, such as Restylane and Juvederm, have become increasingly popular in recent years. Used correctly, these products enable cosmetic doctors to restore lost volume and correct the tell-tale consequences of aging.

Though popular and safe, most injectable filler products are temporary, becoming harmlessly broken down by the body over time. Although happy with the results of their fillers, many clients become weary of top-ups to their injections once or twice a year. They need access to a filler product that is safe, effective, but also long-lasting. Fortunately Mother Nature has provided the solution, conveniently packaged with the form of your own fat tissue.

Fat—where it’s at

Clients are delighted their muffin tops, belly bulges, and saddle bags can be “recycled” and put to good use. These areas of excess are reduced using gentle liposuction; the fat is purified in the operating room and then prepared for careful, strategic injection into the areas in need of a boost. The newly-transferred fat is re-integrated into the body and, after a few months, looks and behaves as if it has always been there. Unlike man-made filler products, the fat is completely natural, a part of your own body, so risks of allergies or “rejection” are eliminated. Although we anticipate some of the new fat to be absorbed by the body, the majority remaining after the first few months is essentially permanent. Conveniently available, effective, and low-risk, fat transfer has become one of the hottest topics in cosmetic surgery.

Fat for faces

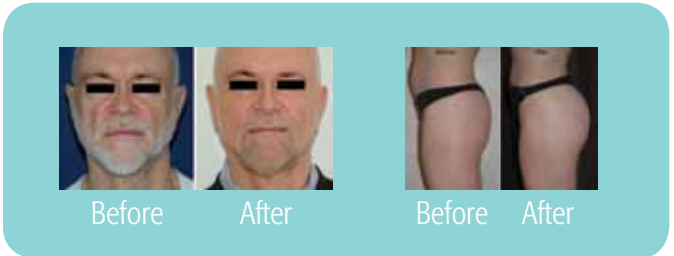
In the face, fat injection can apply to many areas. Some of the most popular spots include the hollows under the eyes, sagging or deflated cheeks, deep creases of the nasolabial and jowl region, hollow temples, and droopy corners of the mouth. Because the amount of fat available is relatively large, it is possible for your surgeon to treat a greater number of areas and to a greater degree than in a typical session with off-the-shelf injectable fillers.

Butts and beyond

Not limited to the facial region, fat transfer has become valuable for enhancement of other body areas as well. This technique is an essential component of the now-popular “Brazilian Butt Lift.” The goal of this procedure is to enhance and augment the

buttock region such that flat, droopy bottoms have a more prominent, full, and appealing shape. With this procedure I use the new BodyTite energy-assisted liposuction technology to achieve better skin-tightening, enhancing the waistline and lower back for more curvaceous proportions.

Fat transfer to the breasts is becoming a popular option. The fat can be used to gain a modest enhancement in size, correct mild asymmetries, or improve shape.



Less is more

The ability of practitioners to rejuvenate and refresh their clients has never been better. But the biggest challenge has become, in my opinion, not what we should do for a client, but what we should not do. We have all seen the consequence of over-indulgence in injectable fillers and Botox. The resulting “chipmunk cheeks,” “duck lips” and expressionless brows are unattractive. The need for restraint, meticulous technique, and a good aesthetic sense is particularly important with fat injection given that the results are long-lasting and harder to reverse. Thus, potential clients should seek consultation with a plastic surgeon having vast experience with fat transfer techniques.

By no means are injectable fillers and Botox obsolete. Fat transfer will never be the best solution for everyone because the one to two weeks of swelling requires social downtime that may be excessive for some people. But with use of fat transfer and other minimally-invasive techniques such as FaceTite and NeckTite surgeons have the ability to achieve attractive, natural and long-lasting results with faster recovery and less risk than ever before. ❖



Dr. Peter W. Bray is a board-certified Plastic Surgeon who performs surgical and non-surgical rejuvenation of the face and body with emphasis on safety, comfort, and natural results. www.drbrayplasticsurgery.com
www.brazilianbuttliftsToronto.ca



Global Spa & Wellness Summit

JOINING TOGETHER. SHAPING THE FUTURE.



India 2013

October 4-7th, 2013 - Jaipur, India
“A DEFINING MOMENT”

Learn more at www.globalspaandwellnesssummit.org

ARE YOU GETTING YOUR BEAUTY SLEEP? LITERALLY.

The newest development in lash care!

LASHcloud by NOVALASH®

NOVALASH®
EYELASH EXTENSIONS



The LASHcloud by NovaLash suspends lashes and delicate skin around the eye in mid air while you sleep. The crescent-shaped pillowette prevents the tangling and twisting of lash extensions caused by pillow friction, leaving you with longer-lasting, more beautiful lashes.



Prevent tangling and twisting • 100% natural • Breathable silk • Designed to rest on top of normal pillow
Perfect companion for home, travel, hospital visits & cosmetic surgery recovery

TRAINING AVAILABLE in BC, AB, SK, MB, ON and Maritimes. Call for class dates in your area.
Distributed by Esthetics Plus www.epbeauty.ca



ESTHETICS PLUS

P: (780) 466 5544
F: (780) 463 0324
T: 1 888 422 6677
6004 - 82 Avenue
Edmonton, AB - T6B 0E7
www.epbeauty.ca

Find us on:

facebook.com/EstheticsPlus

twitter.com/EstheticsPlus



NEW AT ESTHETICS PLUS!

Salt of the Earth is a home grown company that creates fresh, down-to-earth spa products for every occasion.



salt of the earth

Make your spa Buzzworthy! Experience Salt of the Earth.



Irresistible Body Scrub, Babbling Salt, Whipped Body Butter, Soufflé Mask



Add some fabulous to your day with the delicious signature scents like Stress Less, Cabernet Neroli, Thai Silk and more

- 100% Fresh, natural ingredients
- Recycled plastic

Winter Signature Blends:



PLUM SPICE



WARM VANILLA SUGAR



The confident 50s

Empowered by the wealth of experience and knowledge gained along the way, the over-50 crowd have the self-confidence and smarts to focus on what is truly important to them. Meanwhile, with so much going on, it's worthwhile to take the extra time for personal care, live a healthy lifestyle, and invest in longevity through wise, healthy choices. People in their 50s want to look their fabulous best, and with a little extra care and a wealth of outstanding options, today's 50s are spectacular.

TREAT SKIN LIKE A QUEEN

A skin care regimen is a must to keep skin young, supple and fresh. "Use a rich cleansing cream and get daily exfoliation from a toner with salicylic acid," says Repêchage CEO and founder Lydia Sarfati. "Trade in your usual serum for one with Deep Sea Thermophyllus to provide powerful enzymatic protection and DNA repair. Look for ingredients like Red Clover Extract, known to mimic a phytoestrogen hormone that helps stimulate skin thickness. Marine Biopeptide and Messenger Pentapeptide also help provide immediate effects and deeper, longer lasting structural benefit."

BEST FACE FORWARD

Choose cosmetics that are easy to apply, look great, and most importantly, are healthy and clean. "More mature customers truly love and benefit from products that aid with hydration," says Jane Iredale national educator Elias Elgueta. Define each and every feature on the face. The complexion should be even and radiant. Opt for a foundation with a satiny/dewy finish. "My favourite combination for this would be Jane Iredale Liquid Minerals set with a little bit of Jane Iredale Amazing Base for sun protection and added coverage."

Define the lips in a shade that brightens the complexion. Use an eyeliner, one neutral shade on the eyelid, and a highlight colour underneath the arch of the brow and inner corner of the eye for an "awake" look. And don't forget the cheeks! "Choose a cheek colour that says, 'I just went for a stroll'" Elgueta advises.

BE THE SOLUTION

Good health starts today, and for your clients in their 50s, encourage them to exercise, eat well and get proper sleep to be healthy as long as possible. Spas can offer yoga, pilates and other exercise classes tailored for their 50s-clientele; they are not only great ways to get in shape, but they provide that "me time" everybody wants. Encourage

your clients to make small changes for big returns, such as taking up walking, adding smoothies to their diet, or consulting a naturopath—many spas offer this service in-house. Be it specific treatments or full-scale retreats, spas are playing primary roles for people in their 50s aiming to kick-start their way to a healthy future. ❖



1

1. Natura Bissé
Diamond Life Infusion
www.naturabisse.com



2

2. Taylor Owen Beautiful
Eye Bliss Serum
taylorowenandco.com



4



3

3. Matis
Cell Expert
Élixir de beauté
www.matis.ca

4. Repêchage
Triple Firming Cream
www.repechage.com



5



6

5. Laboratoire Dr. Renaud
Serum C+ 10
www.ldrrenaud.com

6. Eminence Organics
Antioxidant Mineral
Foundation
www.eminenceorganics.com

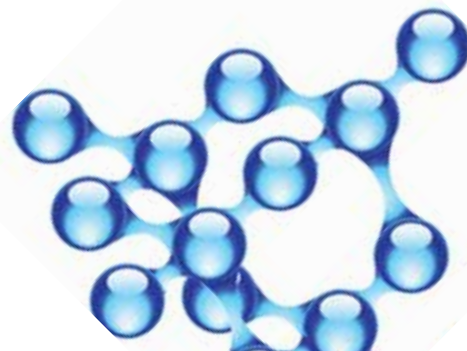


7

7. Jane Iredale
Smooth Affair Facial
Primer and Brightener
www.janeiredale.com

The power of sugars

Sugar science promises great news for cosmetology



There are four major classes of molecules in biology: DNA, proteins, lipids, and carbohydrates, also called glycans. Glycans are essential components of living organisms and are widely distributed in nature. The wide variety of structures and functions of glycans is the basis of a new scientific discipline, glycobiology, ie the science of sugars. This new field of scientific interest offers excellent prospects for cosmetology.

In the beginning, sugars were "passive"

In different forms, sugars have always been used in cosmetic formulations for their large capacity for water retention, giving the product exceptional hydrating effects. Sorbitol, for example, has long served—and continues to serve—as a humectant replacing glycerin. But the undisputed star of formulators and the most known to the general public is undoubtedly hyaluronic acid.

Discovered in the 30s, it is known to absorb up to 1,000 times its weight in water. It is an essential molecule for the skin's youth. Extracted for several years from the cockscomb, it is now produced by biotechnological processes. The considerable growth of cosmetic surgery and injections has broadcasted its benefits. The shining star of rejuvenation, it replaces collagen as a wrinkle filler. It remains effective longer than collagen and is less easily degraded in the human body, therefore its effects last longer. Its interest to cosmetology is evident.

Smart sugars

Through research in glycobiology, the role of glycans in skin biology is clear. Present on the surface of cells, they act as signals specifically recognized by other cells or by isolated molecules such as enzymes or antibodies, for example. These sugars act as modulators of skin biology as well as energy sources or moisturizers. Simple actives, they have earned their current status of smart molecules, that is to say active, able to interact to influence the cellular communication or modulate the inflammatory response, for example. Medical research also examines their potential as antiviral or anticancer treatments.

Today, we can conclude the sugars will remain part of the cosmetics landscape for years to come due to their immense potential. Well-tolerated since they are naturally present in the body, they have properties that are very different than other biological molecules. In addition, biotechnology-derived or plant-based, they meet the criteria for green and sustainable chemistry, which further reinforces their potential. ❖

In the field of cosmetology, there are already several examples of applications of their many benefits. For example:

- Through a green chemistry process, grafting a glucose molecule on other molecules to make them more stable, soluble and bioavailable. This is the case of Rosmarinyl Glucoside, the result of the addition of one molecule of glucose on rosmarinic acid, a potent polyphenol, antioxidant, and anti-inflammatory extract of lemon balm. It also demonstrates the excellent protective properties of hyaluronic acid for skin health.
- Use in a skin care product of a molecule derived from sugar, NAG6P—for N-acetylglucosamine-6-Phosphate—naturally present in the skin but growing scarce with age. By providing this intermediate step, the skin once again becomes capable of fabricating its own hyaluronic acid.
- Enzymatic synthesis—from sucrose and maltose—a complex sugar with prebiotics that will promote the development of beneficial skin microflora at the expense of undesirable flora and pathogens.
- Obtaining fucose-rich polysaccharides, with biotechnology, which offer hydrating effects that last all day and exceptional anti-aging properties. In fact, they boost the production of Sirt-1 sirtuins, the enzymes known for enabling optimal cell regeneration.
- The development of vegetable sugars—by-products of corn and sugar cane—as an antimicrobial agent, to replace parabens.



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.

Natural, Strong, Flexible & Healthy Nails

82% Protein & 18% Moisture

The Perfect Balance.
It's what we were born with.

Available in spas around the world Trind nail care products have been helping women grow their own natural, healthy nails for over 25 years.

It's science. The results are simply incredible. A two week process that will give your clients the nails they've always wanted, their own nails.

Don't change the way you do manicures or pedicures. Add Trind to the experience.



Keratin Nail Treatment



Perfect Cuticle & Nail



Moist Shiny

TRIND[®]
Natural Nail Care

1-866-988-7463 www.trind.ca

FULL-BODY *Beauty*

PROFESSIONAL HAIR REMOVAL FOR EVERY PART OF THE BODY

Extensive scientific testing has proven Nufree® to be a self-preserving antibacterial, antimicrobial hair-removal system, ensuring that Nufree is safe and effective. And because Nufree isn't a wax, your clients won't experience the pain and redness associated with wax-based products. Finipil®, our patented lotion which is applied post hair removal, cools and protects the empty hair follicle between Nufree treatments. Nufree is so gentle your clients can apply makeup, swim and tan immediately after a treatment.

Nufree Facts:

- Erasable
- Doesn't stick to skin
- Never dries
- More services per pound
- Safe for the entire body
- See scientific testing on nufree.com

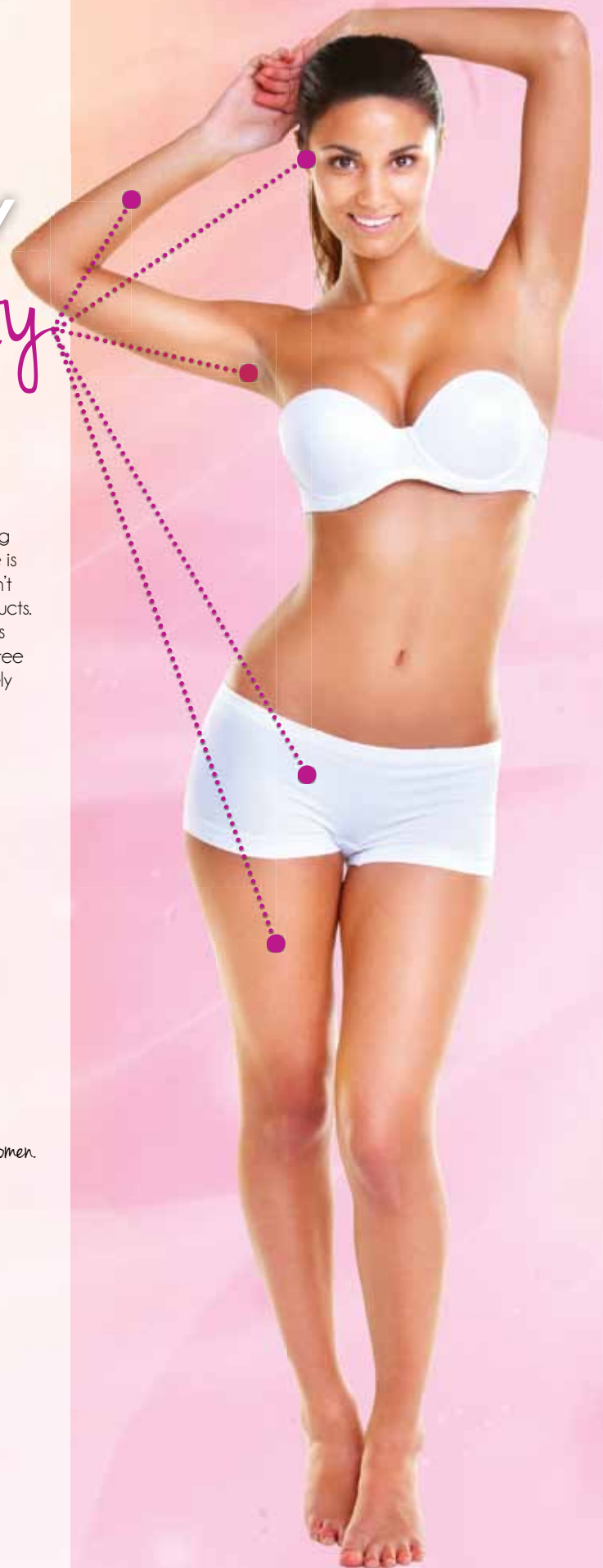
To find a distributor visit nufree.com or Call 800.247.2405



Nufree® finipil®

Preferred by Estheticians.. Loved by Women.

CHECK OUT WHAT
PEOPLE ARE SAYING



Phytomer's Oligomer Well-being Sensation Strengthening Moisturizing Body Cream has a melt-away texture, providing ultimate comfort to all skin types. Enriched with remineralizing and protective ingredients, including oligomers and prebiotic sugars, it moisturizes the epidermis and strengthens the skin's protective barrier, for an intense sensation of well-being, leaving the skin delicately scented.

www.phytomer.com



Larenim's Goddess Glo Bronzing Oil combines pure mineral colour with emollient, antioxidant-rich oils of organic argan and acai berry. The resulting effect is the perfect hint of bronze and deep moisture for a defining glow. Vanilla coconut essential oils provide a scent to transport you straight to the islands.

www.larenim.com



Infinity Sun's' Glow on the Go all natural, anti-aging sunless tanning aerosol. This new formulation comes in two natural-looking shades, infinity bronze and infinity gold. Containing only the most natural ingredients without harmful propellants or alcohol, it is safe for the skin and for the environment. Enriched with essential oils, antioxidants and botanicals for soft, radiant skin.

infinitysun.com

Farmhouse Fresh launched Front Porch Punch shea butter creams and velvety soap collection promising to hydrate and quench thirsty skin during the winter months. Indulge in the nostalgic aroma of sangria with essences of mango, melon, strawberry, and grapefruit. The creams contain 90% natural ingredients and a blend of shea and cocoa butters, jojoba seed oil, soybean oil, aloe and vitamins A and E, made to soften and soothe even the most severe dry, chapped skin.

www.farmhousefreshgoods.com



Repêchage offers the Sea Spa Body Care Travel Collection as a convenient travel sized nourishing option to ditch hotel brand options and bring the spa on vacation. The kit includes a full spa quartet: Sea Spa Body Wash for clean, smooth and hydrated skin; Sea Spa Body Cream enriched with antioxidants Vitamin C and E, ginkgo biloba, and two species of seaweeds, natural sources of Vitamin B complex and minerals; Sea Spa Hand Cream with shea butter, laminaria digitata seaweed, lavender, chamomile, and eucalyptus; and Sea Spa Foot Cream to cool, soothe and relax tired achy feet.

www.repechage.com



Imprint Plus Reusable Name Badge System is a convenient, eco-friendly, economical and simple option to achieve professional looking name badges in an affordable way. The badge plate, personalized insert, lenscover and signature magnetic fastener snaps together easily. When a new team member comes on board, just toss out the old insert and slide in a new one. Durable enough for all jobs, the magnetic badges won't fall off or ruin clothing.

www.imprintplus.com

fresh & new

Kat Burki

Collection Body Crèmes are luxurious crèmes that absorb easily, leaving a light fragrance while moisturizing and hydrating the skin. Ingredients include organic aloe, arnica, tamanu oil and grapeseed oil, cocoa butter, and evening primrose and rose hip oil. These ingredients moisturize and help to fade stretch marks and the appearance of scars. Available in nine fragrances, they make a lovely gift.

www.KatBurki.com



Say Hello Diamonds offers exquisite, quality products at the best prices. Spa goers will purchase these unique pieces to complement their gorgeous glows. Jewelry includes the Diamond Dusted Pantina Earrings, a 4-carat earring featuring a diamond dusted CZ stone; the Alexia Necklace in sterling silver with CZ stones offering vintage design with modern sensibilities; and the Pink Caroline Necklace showcasing a pink, pear-shaped centre stone surrounded by CZ round stones.

www.sayhellodiamonds.com



OPI launched eight new limited edition shades inspired and selected by recording diva Mariah Carey. The collection includes four "Stage Shades" using the new OPI Liquid Sand lacquers for a textured, matte finish infused with reflective sparkle: Stay the Night (black with red glints); Get Your Number (blue with sparkles); Can't Let Go (purple with sparkle); and The Impossible (fuchsia with star confetti). The four "Studio Shades" include A Butterfly Moment (frosty tan nude); Sprung (shimmery copper); Pink Yet Lavender (pink glitter with lavender shimmer); and Anti-bleak (deep purple).

www.opi.com



Mirabella Beauty has announced the new Magic Marker Eyeliners in Blue Streak, So Jaded, and Gray Scale hues that will be perfect for spring. With a smudge-resistant formula, the long-wearing liquid liner pen features a thin, marker-like tip that easily creates a defined line of intense colour. A quick-drying formula and smooth application is complemented by glycerin to attract moisture to the skin for a gleaming finish, and sodium hydroxide to keep skin at an ideal pH balance for the delicate eye area.

www.mirabellabeauty.com



Adventress is launching the Vividly Restorative Skin Purifier this winter to hydrate, unblock pores and first skin using the power of quince seed and other naturally occurring fruit and plant extracts. Packed with micronutrients to restore skin's youthful radiance, it works as a pore cleanser leaving skin clear and refreshed.

www.goadventress.com



Osmosis Canada offers StemFactor to enhance the repair of damaged cells and encourage the formation of new cells to make collagen and elastin. Over 150 skin growth factors derived from adult stem cells create this serum that improves all aspects of skin aging and skin damage.

Ingredients include adult stem cells derived conditioned media (94% growth factors), phosphatidylcholine (lecithin), and lemon EO.

www.vitalsanteinc.com





Prevent and treat
the signs of aging and environmental exposures.



Image Skincare's highly effective anti aging products utilize AHA blends, nutripeptides, retinols, lightening agents and anti-oxidants to prevent and reverse the signs of aging.

Skin that looks aged, photo-damaged, pigmented, dull or tired will be rejuvenated with the use of our skin care products.



Age later.™

 facebook.com/ImageSkincareCanada

 twitter.com/ImageSkincareCA

Image Skincare products are available exclusively to Estheticians and Physicians.



soul to sole

by Theresa Rogers

Ben Kaminsky

Ben Kaminsky is a pharmaceutical chemist who has been developing medicines for physicians globally for almost 40 years, first through Montreal-based Odan Laboratories, which he founded in 1974, and now through B. Kamins, launched in 1997. B. Kamins, and its distinctive bio-maple compound, is now known as one of the leading skincare companies in the growing field of cosmeceuticals—skincare that bridges the gap between treatments found in a physician's office and those products sold at traditional cosmetic counters.

What I love about this business is... that it's constantly evolving. There are preparations that are coming out that have merit and there are many being touted that do not. It's up to the consumers to educate themselves and learn which ones are appropriate to them. A dermatologist will take a history of your health, your age, your background, and try to figure out what the right treatment for you is. Sadly, when you go to a cosmetic counter, many sales are based on television and advertising... that's no way of getting information.

The hardest thing I ever did was... convince my wife that proper skincare starts with looking after your whole body and that includes the way you nourish yourself, the way you exercise, the way you relax and the way you use skin preparations as you're aging.

What's next for the business?

New ways of getting materials on top of the skin and in the skin... that's where the skill and the ability of the formulator and the way it's manufactured comes in.

How long do you plan to keep doing this?

I'm an old guy but I'm still with it and I still love it! I'm still learning and there remains a lot to know and a lot to conquer as far as these preparations are concerned. We're working with nanoparticles and truly innovating in terms of delivery of these topical preparations, which is absolutely interesting to me. ❖



EVENTS & TRAINING

SPARITUAL GELFX



the 18th of march, 2013

HOLIDAY INN 6700 TRANSCANADA
HIGHWAY, POINTE - CLAIRE QC, H9R 1C2

from 9:00am to 5:00pm

INCLUDES A LUNCH AND GIFT BAG

full day of special promotions

EARLY REGISTRATION: 35\$

INSCRIPTION BEFORE JAN. 31: 45\$

RVB HOLISTIC BEAUTY, oneCARE,ORO

the 4th of february, 2013

HOLIDAY INN 6700 TRANSCANADA
HIGHWAY, POINTE - CLAIRE QC, H9R 1C2

from 9:00am to 5:00pm

INCLUDES A LUNCH AND GIFT BAG

full day of special promotions

EARLY REGISTRATION: 35\$

INSCRIPTION BEFORE JAN. 31: 45\$





Get back what time stole from you!

Concentrated in the heart of the CellClock Technology,
the 5 most recent anti-ageing innovations.
ExCellience CellClock Cellular Youth Serum – an exceptionally
powerful youth serum that allows cells to recover
their vitality from 10 years earlier.

ExCellience CellClock



Laboratoire
Dr Renaud

1 800 361-0352
ldrenaud.com