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DEFINING *beauty*



We are constantly overwhelmed with images and messages aimed to define beauty – through magazines, movies, television, blogs, advertisement, the Internet, fashion, stores – the list is endless. The challenges this creates, when an unachievable, narrow concept is imposed across a broad society, are known and well discussed but too often ignored. That said, over the past year there have been a growing number of campaigns, events, media and celebrities challenging those Barbie-like concepts, and it appears that more people are redefining beauty, and seeing themselves within that new definition.

How do you define beauty?

For me, I think the real root of beauty is health and wellness. Inner strength, confidence, happiness – it starts with how we feel. Perhaps it's due to my journey through my 40s, but feeling good in my skin, and confident about my role in the great world around me, has never been easier. Healthy eating, smart living, exercise and sleep – these are the key ingredients for any beauty regimen, in my mind. And of course, we all have a go-to beauty regimen. For me, it's taking care of my sensitive skin, taming my hair with nourishing products, and feeling good about the clean, natural products I choose.

By cracking open that tired old definition of beauty, we can celebrate and appreciate a wonderful world of diversity. It's refreshing and empowering. And we all have a role to play, to support others to acknowledge their own beauty. Our beautiful writer Hermione Wilson tackles that very responsibility in her article, Pampering and Positivity, on p. 16 of this issue. Spas can have a great impact on their clients' sense of beauty, and I believe have a responsibility to create an environment to encourage greater confidence. We'd love to hear some stories: as a spa, how do you ensure your clients feel safe and confident? As a spa-goer, what impact has a visit to a spa had on your own sense of beauty or body image? Share your stories, and join us on Twitter to continue the conversation.

Happy, healthy summer,

Heather Ednie



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Kämi



World record pedi event preps Torontonians for summer

Toronto toes were twinkling on June 11, as 30 professional pedicurists took over Yonge-Dundas Square and made the Guinness World Records title for Most Pedicures Given in 8 Hours. From noon until 8 pm, 1,000 free pedicures were given using the Amopé Pedi Perfect Electronic Foot File, and the Square was transformed into the Amopé Pedi Park, featuring Muskoka chairs, picnic blankets, umbrellas and numerous summer games to help relax in the hot season.

Sarah Rafferty, star of *Suits*, hosted the event. “Amopé made history today and I’m thrilled to have been a part of this incredible event. The best part of summer is kicking up your beautifully smooth feet, and what better way to start the barefoot season than with a fresh pedicure.”

Top: Amopé Pedi Park pop up sets GUINNESS WORLD RECORDS Title for Most Pedicures Given in 8 Hours at Yonge Dundas Square.

Bottom: Natasha Qureshi and Alyson Murphy of Amopé with Michael Empric, Adjudicator for GUINNESS WORLD RECORDS (CNW Group/CNW Enriched News Releases)



Safety warning for a common nail ingredient

A common ingredient in budget nail salons is the focus of a recent safety advisory by the Comité International d’Esthétique et de Cosmétologie (CIDESCO). Methyl methacrylate (MMA) has been banned in the US, but continues to be used around the world. Use of this chemical has risks, including allergic reactions and even permanent damage, according to the advisory. Amanda Schooling, CIDESCO lecturer, Isa Carstens Academy in South Africa, outlined the risks associated. She said MMA does not dissolve in acetone, making it difficult to remove, and so the nails are either pried off or an electric drill is used for removal. As well, MMA products tend to discolour the natural nail and leave it brittle, thinned and weakened. In addition, MMA’s small molecular size means it can be

absorbed into the skin, risking sometimes severe reactions.

Schooling suggested the use of an alternate chemical, ethyl methacrylate (EMA) was safe, but stressed the need to adhere to safety guidelines and practices, which should provide information on the product including:

- Safe storage and fire prevention
- Potentially hazardous ingredients and how they may enter the body
- Early warning signs, and short- and long-term effects of overexposure
- Safe handling techniques
- Emergency first aid advice

CIDESCO membership is open to leading schools, colleges, beauty centres and students worldwide, seeking a high level of training and the CIDESCO Diploma qualification.

Genetic mapping to pinpoint skin's aging process

A new study has revealed biological commonalities among women who look exceptionally younger than their actual age. The Multi-Decade and Ethnicity (MDE) study, launched by Olay in 2012, has also identified specific gene expression changes that impact skin's aging process during each decade of a woman's life.



Bringing together genotypic and phenotypic science, women from every decade from their 20s to their 70s, and across ethnicities (Caucasian, African, Hispanic, Asian) were examined by a team led by Dr. Alexa Kimball, Harvard Medical School/Massachusetts General Hospital. As well, Olay entered a collaboration with 23andMe, a personal genetics company, to focus on the genes linked to skin aging and their differences across various ethnicities.

Initial results of the MDE study include data from Caucasian and African research participants, and offered two key findings. Among women who appear "ageless" a unique skin fingerprint of how strongly about 2,000 genes are expressed in the skin was found – genes responsible for cellular energy production, cell junction and adhesion processes, skin and moisture barrier formation, DNA repair and replication, anti-oxidant production, etc.

The second key finding to date was based on the study of a subset of Caucasian women, and distinct gene expression changes were identified for each decade as we age:

1. Decline in antioxidant response (20s)
2. Decline in skin bioenergy (30s)
3. Increase in cellular senescence (40s)
4. Decline in skin barrier function (50s)
5. Acceleration of all the above (60s)

The study is ongoing, and once completed, will have examined female skin aging across four different ethnicities and six decades.

SORRY FOR ANY CONFUSION! *Erratum*

The beautiful photo on the cover of our Spring 2015 issue was from Elmwood Spa, featured in our article about Dining at the Spa on page 14. We apologize for any confusion caused by the placement of our coverlines – Manitoba's Solstice Spa was featured in our Spotlight section of the magazine on page 8.



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I S L A N D
escape

BY HERMIONE WILSON

ISLAND CURRENTS SPA
IS AN EXOTIC OASIS CLOSE
TO HOME

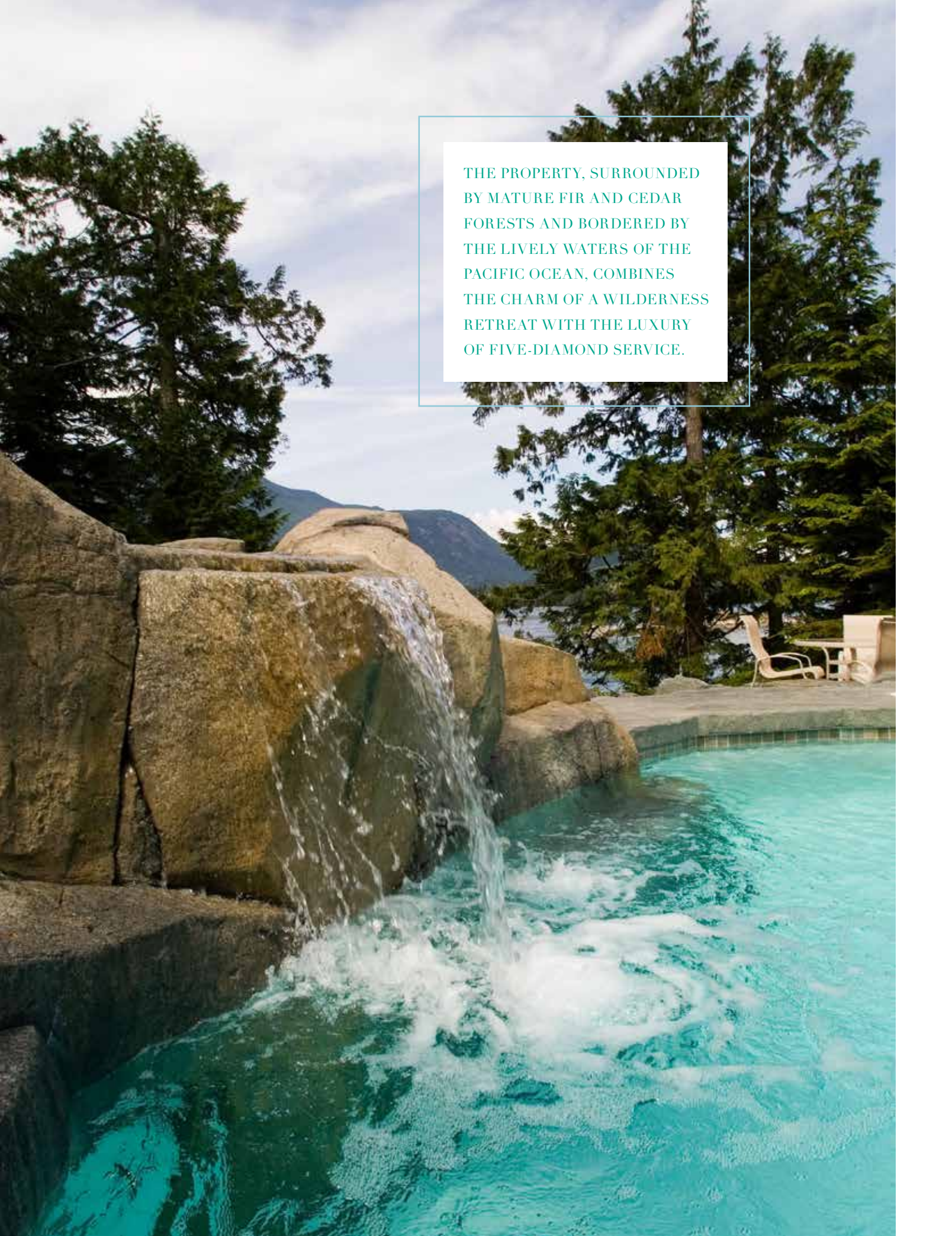
Lush temperate rainforests teeming with exotic wildlife. Saltwater fishing excursions and snorkeling. It's the ideal destination for your island escape, and you don't even have to head towards the equator to reach it.

A 75 minute boat ride or a 50 minute flight from Vancouver, Sonora Resort is located in British Columbia's Discovery Islands archipelago, just northeast of the Campbell River. The property, surrounded by mature fir and cedar forests and bordered by the lively waters of the Pacific Ocean, combines the charm of a wilderness retreat with the luxury of five-diamond service.

After taking a boat to the mainland to watch grizzly bears feed on salmon, enjoying a daylong fishing excursion, snorkeling with the salmon, or trying your hand at archery, you can return to Island Currents Spa for an indulgent treatment or a serene session of Hatha yoga in a cedar replica of a traditional First Nations longhouse.

Like the rest of the resort, the spa, a stand-alone structure built in 2008, was constructed in a West Coast style – all cedar beams and stone, with a grand entrance and high porte-cochère. “We’ve been told that our property looks like a mini Whistler,” says spa manager Miranda Moore.





THE PROPERTY, SURROUNDED
BY MATURE FIR AND CEDAR
FORESTS AND BORDERED BY
THE LIVELY WATERS OF THE
PACIFIC OCEAN, COMBINES
THE CHARM OF A WILDERNESS
RETREAT WITH THE LUXURY
OF FIVE-DIAMOND SERVICE.

THE SPA INCLUDES SEVEN
TREATMENT ROOMS, A
WELLNESS CENTRE THAT
HOUSES A FITNESS FACILITY
AND FLOOR-TO-CEILING
WINDOWS THAT LOOK OUT
ONTO LAWNS AND LUSH
GARDENS.





Inside the spa are slate floors, wood accents and a prevalence of natural hues, along with the occasional pop of Granny Smith apple green. But the most striking aspect of the decor is the abundance of glass that provides breathtaking views of the outdoors.

When she was hired in 2012, Moore says she was asked to transform the spa into a more luxurious establishment and beef up what they had to offer their guests. “Since I’ve been here we have incorporated some new treatments, new product lines, and a yoga program that we offer each day,” she says.

Able to accommodate up to 150 guests and perform ten treatments at a time, the spa is served by ten practitioners at its busiest, as well as a spa coordinator and Moore herself.

“We have a great team of practitioners and professionals who have a wealth of information [and] are able to have conversations with guests and provide information about ailments and that sort of thing,” she says.

The spa includes seven treatment rooms, a wellness centre that houses a fitness facility and floor-to-ceiling windows that look out onto lawns and lush gardens. One of the treatment rooms is configured for side-by-side treatments, while another contains a Bouvier hydro tub with 252 jets and comes with the capacity for colour therapy, which changes the colour of the water and the room.

“Water is a very big component to our space,” Moore says. Elements such as the 25-foot floor-to-ceiling water walls on the first and second floors, whose sound resonates throughout the spa, and the Therapeutic Channel water journey, which consists of five different stations, are all meant to echo the tides surrounding the island.

“Some of the most forceful tidal currents in the world are right in front of us,” Moore says. “We use water, and really try to incorporate our surroundings into the treatments.”

The Therapeutic Channel water journey includes a sauna and steam room, warm and cool mineral pools, and a Swiss shower. “When used in the suggested order, the water journey will

“SOME OF THE MOST FORCEFUL TIDAL CURRENTS IN THE WORLD ARE RIGHT IN FRONT OF US. WE USE WATER, AND REALLY TRY TO INCORPORATE OUR SURROUNDINGS INTO THE TREATMENTS.”

– SPA MANAGER MIRANDA MOORE



help to increase circulation, detoxifying the blood,” Moore says. The use of the spa’s water facilities is complimentary for all resort guests.

In the treatment rooms, clients are pampered with high-quality spa products such as Seaflorella, Jane Iredale, and Sapino. Island Currents Spa is part of Valmont’s V35 Club, an exclusive 35-member group that includes some of the most luxurious hotels in the world. Through this partnership, Island Currents is able to incorporate the Swiss brand’s unique anti-aging products into their signature treatments.

In particular, Moore sings the praises of their Ultimate Face and Body treatment, which uses Valmont’s Elixir des Glaciers and includes a collagen mask and body scrub. “I’ve worked in this business a really long time and it’s the only product line that I’ve come across that is really results-oriented in a very short period of time,” Moore says of Valmont.

Another signature treatment on offer at the spa is the Sea to Cedar treatment, which uses Seaflorella products. The experience begins in a hydro tub, then moves to a rock weed exfoliation, purifying mini facial, a rinse in the shower, and a relaxing massage with cedar wood oil. “A very Canadian

experience,” as Moore describes it. Yet another treatment, the Canadian Balsam Deep Tissue Massage, incorporates a Sapino massage oil that contains Canadian balsam essential oil.

It’s hard to say which has the most impact, the quality of the spa treatments or the rich natural environment in which it is set. Perhaps it is a bit of both.

“Being where we’re located and incorporating that into the relaxation, people leave feeling very very relaxed,” Moore says. “We turn them into jello, which is great.” **S**

ISLAND CURRENTS SPA

SIZE: 5,000 square-feet

NUMBER OF TREATMENT ROOMS: 7

NUMBER OF STAFF: 12

RETAIL: Valmont, Seaflorella, Sapino, Jane Iredale, NuFace, Footlogix, 8 custom-blended essential oils (exclusive to Island Currents Spa), Yoga Tune Up therapy balls.

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TO THE SPA

Actress Julia Roberts attends the New York premiere of 'Duplicity' at Clearview Cinema's Ziegfeld Theater on March 16, 2009 in New York City.
Photo by Michael Loccisano/Getty Images

BY HERMIONE WILSON

*The Oscars, Grammys,
Golden Globes, VMAs, Met Gala*

— together they drive the celebrity circus that dominates our TV screens throughout the year. The events themselves are fascinating enough, with their wardrobe malfunctions, bad jokes and real-time drama, but before they even begin our eyes are glued to the red carpet.

That parade of glittering couture-clad stars has become an event in itself. We analyze each and every makeup look, every manicure, every dress, every pair of shoes and the accompanying accessories. We drool over them the night of and pick them apart the next day.

Considering how important the red carpet has become, it should come as no surprise that spa clients are looking to recreate that celebrity magic when they come in for a beauty treatment. But how to meet those star-studded demands?

RECREATING THE MAGIC

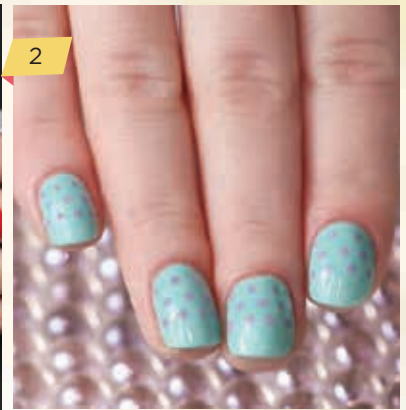
For Leslie Ferranti of The Ten Spot, it's all about managing expectations. "Sometimes [clients] may come in with something that's not easily achievable on them," says the Toronto beauty bar's aesthetic educator and education manager. "Their nails might not be long enough or their brows may not be thick enough, so sometimes it may be a little bit of a process."

The majority of the celebrity look requests they get at The Ten Spot are inspired by eyebrow and nail looks clients have spotted in magazines, Ferranti says. One look that is consistently requested is Julia Roberts' thick, lustrous eyebrows.

"[The client] may not have enough hair to achieve the look," she says. "So we could do that by either filling them in or helping them with the process of growing back their brows." Not only do they work with clients to achieve their desired look at the spa, Ferranti says, they teach them how to recreate the look at home. "It just takes a little practice and a little guidance from a professional," she says.

STAR-FACTOR SKIN

At Ten Spa in Winnipeg, they place a great deal of emphasis on the look and feel of their clients' skin. "When you think of celebrity looks, you think of flawless skin," says marketing coordinator Alessandra Conicella. This season's red carpet looks have been dominated by simple, understated glamour and a natural, unaffected aesthetic, she notes. "I saw a lot less makeup, and a desire to showcase true human beauty, and a natural healthy glow that starts from inside."



2015 Get the Look nail art series from The Ten Spot

- 1 Gone Girl - Oscars
- 2 Meghan Trainor, All About That Bass - Grammys
- 3 Sia, Chandelier - Grammys
- 4 The Grand Budapest Hotel - Oscars
- 5 Miley Cyrus, Bangerz - Grammys
- 6 The Lego Movie - Oscars

With that in mind, Ten Spa has launched a sister business called tenskinRx, a 15-minute pulse dye laser facial that Conicella says gives you “an incredible glow that you can see immediately after your facial.” The laser facial is a medical as well as cosmetic treatment, she says. “It helps activate collagen and stimulates cell regrowth,” Conicella says. “It’s an overall anti-aging treatment, but it also helps treat people with rosacea, acne scarring, fine lines, or something as severe as port-wine stains.”

Ten Spa’s treatment menu includes a variety of skin enhancing facials, as well as a Before the Red Carpet Spa Package, a three-hour experience that includes a hot peel facial, a signature manicure and pedicure.

It’s all about delivering results that allow clients to feel confident in their own skin, Conicella says. “We just want people to feel like they’re a ten out of ten. We want you to feel beautiful the way you are.”

STAR APPEAL

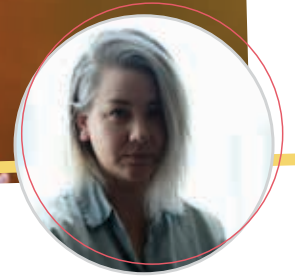
A trip to the spa isn’t going to suddenly turn you into Julia Roberts or any of her red carpet-ready cohorts, but borrowing some of that celebrity sparkle can be a lot of fun. Take The Ten Spot’s Get The Look series: every month they come up with awards season-inspired nail art looks that can be easily reproduced by their nail technicians.

“We usually try and choose five [looks] for awards season. Five for the Grammys and five for the Oscars, and we post them throughout the month during the awards,” Ferranti says. This year’s looks drew inspiration from such sources as Grammy nominees Miley Cyrus and Beck, and Oscar Best Picture winner Grand Budapest Hotel, she says.

The looks are perfect for the office and incorporate clean, simple lines and usually feature an accent nail. “No one really wants anything too busy,” Ferranti says. “They don’t want to be sitting too long getting intricate nail art done. It’s not The Ten Spot style.”

As for the rest of the requests for red carpet glamour and celebrity style, Ferranti has this helpful tip: “Pictures are always good. They give us a little more guidance.” **S**

IT SHOULD COME AS NO SURPRISE THAT SPA CLIENTS ARE LOOKING TO RECREATE THAT CELEBRITY MAGIC WHEN THEY COME IN FOR A BEAUTY TREATMENT.



LORDELY LOOKS

New Zealand singer Lorde debuted a more sophisticated look at this year’s Met Gala than her usual Goth aesthetic. Celebrity makeup artist Amber Dreadon put together the stunning look that paired so well with Lorde’s shimmering Calvin Klein gown.

What inspired the look you created for Lorde?

Calvin Klein designer Francisco Costa designed the most incredible sequined gown in the shade Ming Blue from a Chinese snuff bottle reference, so for makeup we wanted to create a look that complimented the metallics and the tones within the gown. The look was all about a smoky bronzed eye with a pop of the blue on the lash line but that needed to be accompanied by fresh luminous skin that was fairly pared-down so as not to overwhelm the overall look.

What advice would you give aestheticians looking to adapt Lorde’s Met Gala look for their clients?

The skincare is always just as important to me as the actual application of makeup. Plan for what you need to emphasize and what you might need to minimize in order to get the best out of the overall beauty look. For my clients I build the skin care prep around what I want the final outcome to be. I never rush the skincare to get to the makeup as without a great base it can be really challenging.

As a makeup artist, how do you capitalize on the excitement and interest that surrounds awards season?

I don’t know if I capitalize on it, but I do like to keep people up to date via my social media. People always ask for tips on how to apply products or on what are the cool new shades to buy, so I like to have a lot of interaction with people via Instagram and Twitter. For fans of my clients there is nothing like the connection of owning something that they know their idol wears and quite often the cosmetic items are more affordable and accessible than something like a ball gown.

How can aestheticians and spa professionals help their clients feel as if they are a part of the glamorous world of the red carpet?

I think with any profession the most successful are those who keep learning and are always trying to keep educated and the same goes for beauty. If a beautician can reference and understand the current trends and is able to express these to their clients it can keep both themselves and the people they work with inspired and excited about what they are working together on.

Above: Lorde @ Lollapalooza 2014

Liliane Callegari, www.flickr.com/photos/lilianecallegari



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Pampering and Positivity

BY HERMIONE WILSON



RECLAIMING THE SPA AS A **BODY POSITIVE** SPACE

A visit to the spa can be a profoundly healing experience. Entering that tranquil space, stripped of the clutter and noise of the outside world, creates an opportunity for reflection and self-examination. It can also be a time of great vulnerability for the spa client. This raw state can be a great opportunity for a deep and meaningful experience, but it can also cause clients' insecurities about their bodies and appearance to bubble to the surface.

Spa professionals must ensure that clients come to see the spa as a haven of acceptance and wellbeing. In order to create such an environment, it is important to be aware of the signals sent to clients about their physical being, consciously or unconsciously.

Part of what tells a spa client that a spa is safe and welcoming is the environment. Perhaps it is the lack of magazines plastered with gamin celebrities or the fact that the spa is equipped with inclusive spa robe sizes and furniture. The most important contributing factor of an inclusive environment, however, is an inclusive and welcoming spa staff.

THE LOOK

"I can't overemphasize the power of one person's reaction to another person," says social worker Trixie Hennessey. "Warmth and kindness goes a long way. As basic as that sounds, it's not everybody's experience walking in anywhere."

Hennessey works as a program manager at the Looking Glass Foundation in British Columbia, one of the first publicly-funded eating disorders programs in Canada, and as an individual and family counselor in her own private practice. She comes into contact with people who suffer from a variety of eating disorders and mental health issues such as anxiety, depression, and OCD.

"When someone has an eating disorder or is suffering from anxiety and depression related to body image, they're hyper-aware of what they perceive people to be thinking about them," Hennessey says. The people she works with are particularly sensitive to negative messages that tell them they should fit a certain standard of beauty, a certain shape or size.

She talks about the "I see you" look, the look that makes eye contact with the other person and acknowledges them as a fellow human being, as opposed to the elevator look – often unconsciously done – that assesses their physical appearance. It's something that lasts mere seconds, Hennessey says, but makes a lasting impact.

Hennessey has had her own negative experience at the spa. She recalls feeling objectified and judged. "It was what I perceived the [spa practitioners] to think about me or feel about me," she says. "It came as subtle body language, a couple of comments about my appearance – and those are not even issues that are really prevalent for me. And I left feeling frustrated with myself that I didn't address it at the time."

There is a vulnerability inherent in the spa experience, Hennessey says. Naked and exposed beneath their spa robes, clients are aware that the spa practitioner is in a position of considerable unspoken power over them. That's why it is so important for the practitioner to be aware of the nonverbal messages they are communicating to their client.

"It's a sense felt by people I work with and I think all people can identify with this issue at a certain level," she says. "You might not know what exactly it's about, but people with severe body issues will internalize it as a shame issue. Like, 'this is about me and it must be about how I look.'"

It's not just a problem that exists in the mind of the client. Everyone, spa staff and clients alike, carries around preconceived notions about what a healthy, beautiful body should look like. "There's definitely a



Glama Gal Tween Spa

spa elements

What started in 2006 as a party-planning business they ran out of their parents' garage has now grown into eight locations across Ontario.

The name of the spa isn't just a play on the word glamour, Laura Cannone explains; it stands for Girls Leading And Motivating Altogether. The Glama Gal spa staff is a diverse team of aestheticians and educators who make a special point of engaging with their young clients about important issues like bullying, relationships, and body image. Besides these informal conversations, they hold events designed to build self-esteem and teach the power of positive, affirming language.

Even the treatments and products at the Glama Gal spas use affirming language. There is the Confidently Me Teen Facial-Clear Start Micro Zone Treatment by Dermalogica, and the Mini Inspiration Spa Sampler. They are currently developing a natural water-based nail polish line called Shine as Bright as You. One wall in every Glama Gal spa is designated as the Glamspiration Wall and adorned with inspiring quotes that the girls can look at while getting their treatments.

"If we're giving them that perfect manicure or that perfect pedicure, that's only the surface of what a spa is," Cannone says. "It's really about an inner wellbeing to me. If you're taking care of the outer, you need to take care of the inner as well."

Spas aren't always seen as the beacons of positive energy they can be, however. Some moms are hesitant to send their daughters to a spa, Cannone says, perhaps because they want to protect them from what they perceive to be a space focused on a very adult perception of beauty.

Cannone has certainly experienced her share of that negative side of the spa. She recalls an incident where her masseuse decided to encourage her to work out and lose some weight. "There needs to be a filter," she says. "There needs to be a certain lingo, a positive lingo. How can you put a message in a positive way?" **S**

beauty bias and it needs to be acknowledged," Hennessey says. "If we can get to the root of it or we can discuss those things out loud instead of sweeping it under the carpet, then we can overcome it. But it's when we feel the need to tuck it in and not deal with it, that it comes out."

EMPOWERING SPA CLIENTS

Early in March, *Spa Inc* magazine participated in a Twitter live chat about body positivity hosted by European spa recommendation service Spa Breaks and positive body image charity Body Gossip. During the discussion, the question was raised about how spas could facilitate a discussion on body positivity, and how they could be part of the solution.

Here's what Spa Breaks had to say: "It's a lot to put into 140 characters. We promote spas for all people, and we think the more spas that get involved with these initiatives the better. People are supposed to feel comfortable at spas, and if it's the choice of single-sex spas, or even something as simple as robes that fit everyone, we can start to combat body confidence issues."

Glama Gal Tween Spa is a spa that has shown initiative in this area. Founders and sisters Laura and Josie Cannone built a spa around their combined passions for aesthetics and empowering young girls.



TIPS FOR CREATING A BODY POSITIVE, INCLUSIVE SPA ENVIRONMENT

- Limit or altogether eliminate the presence of fashion magazines and other items that perpetuate a narrow ideal of beauty. Limit things that explicitly say "Beauty is about how you look."
- Make sure spa robes are available in a variety of sizes and that spa furniture is comfortably proportioned for all body types and sizes.
- Have a manifesto or written message of inclusivity and body positivity on display in your spa, explaining how clients should be treated or expect to be treated while in that space.
- Be intentional about defining and putting into practice the body positive philosophy of your spa.
- Reframe the messaging around anti-aging and cosmetic solutions offered at the spa. It shouldn't be about fixing what's wrong with the client, but rather centred in self-compassion and self-care.

body positive



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INDULGING THE MALE CLIENT

BY HERMIONE WILSON

When Jason Culala conceived of his downtown Toronto barbershop-salon hybrid, he knew he needed a way to appeal to a low-key, low-maintenance male demographic. Original Grooming Experts, or OGX, needed to appeal to guys like him.

“I said to myself, ‘What would get me in a spot like this?’” Culala recalls. “I’m not the guy who gets his hair cut every week, or is into all the bells and whistles.”

To make OGX a more inviting place for his male clientele, he kept to a timeless “cottagey” aesthetic, with sports jerseys, decals and wood finishes adorning the walls. Culala wanted the feel of OGX to be classic rather than trendy.

The whole idea is to get clients thinking of a visit to OGX as a part of their daily routine, rather than an occasional indulgence. “We don’t try to push it as, like, ‘This is the spot,’” Culala says. “I really wanted to push it as more of a lifestyle thing. Like, add it to buying groceries or something like that. Here’s your haircut place. Just add it into your routine.”

Before he got into the haircutting business, Culala was a graphic designer in the advertising industry. Tired of sitting behind a desk, he was attracted to the social nature of the barbershop culture and started cutting hair out of his garage. Mentored by a friend’s father, a world-renowned stylist, and educated at Marvel Beauty School in Toronto, Culala decided to open his own business.

Having gotten his start in the traditional salon setting, most of the clients Culala had experience with were women. Unlike women, he says, most of his male clients aren’t necessarily looking to be pampered. Instead, Culala puts the emphasis on education. OGX stylists present themselves as grooming experts, wise in “matters hygienic and sartorial,” and they impart this wisdom to their clients.

Still, when you walk into OGX, you get more than a haircut. It’s not something he advertises, but once Culala has a guy in the chair, he does a paraffin hand wax and hot towel treatment as well, free of charge. He even throws in a hand massage while he’s removing the paraffin.

“Some guys are like ‘Whoa, what’s this?’” Culala says. For some it’s an unexpected but welcome bonus. And for those who think a hand massage isn’t macho enough for them? “If the paraffin’s not their thing, there are video games,” he says with a laugh.

“We still get the guys that their girlfriends forced them in there because they wanted them to look nice,” Culala says. “But you know what? The guys are loving it too.” ■



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INTRODUCING



Elizabeth Arden

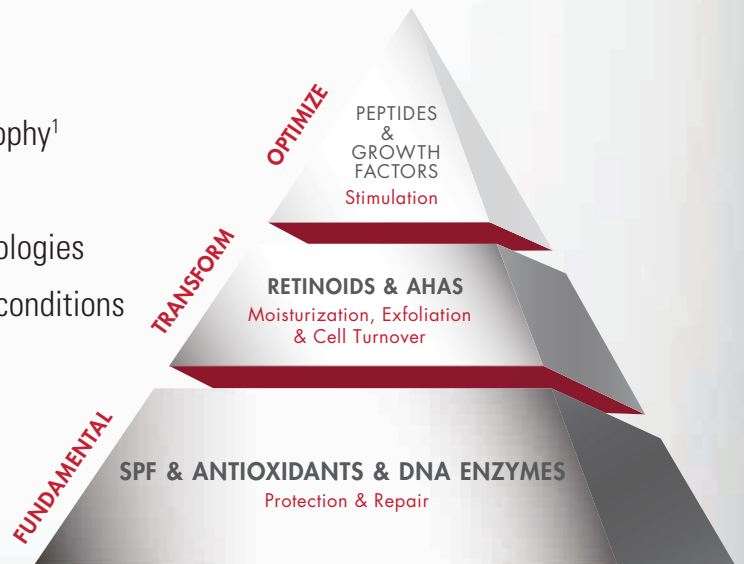
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BY SHERINA JAMAL
CO-AUTHOR ROD MULHOLLAND



Thalassotherapy

FOR HEALING & WELLBEING

What is Thalassotherapy?

Thalassa comes from the Greek word meaning sea. It involves the use of ocean elements including whole raw seaweeds, ocean water, ocean clay and ocean minerals on the body, allowing absorption of important vitamins and minerals in a chelated form, for the purpose of achieving mind, body balancing and healing.

In 1904, Dr. René Quinton published his work *Sea Water, Organic Medium*, where he demonstrated the chemical similarity between seawater and blood plasma as well as the makeup of mineral salts, proteins, and various other trace elements. In 1997, thalassotherapy was officially recognized as having curative properties and a board in France was created, forming the International Federation of Thalassotherapy. Ancient Egyptians, the Greeks and the Romans had also utilized the benefits of the ocean and its components for healing.

Today thalassotherapy is practiced around the world but mainly in Europe, and France contains the highest number of spas and healing centres offering thalassotherapy treatments.

Thalassotherapy for today's spa

Spa goers are seeking treatments which improve health, reduce stress, and offer wellbeing. Spa professionals should look for proven and innovative ways to support health and wellbeing by offering treatments that go beyond just topical care.

There are many products on the market claiming to contain ocean elements such as seaweed, however it's important to know the source of the seaweed and how it has been processed to ensure the product will provide the proper results and benefits. Look for products that contain pure sea salts and seaweeds that have not been over processed or dehydrated.

Common thalassotherapy treatments can include: seaweed and ocean clay body wraps, seaweed and sea salt baths and foot soaks, and seaweed rich facials.

Natural Detoxification

Exposure to stress and environmental toxins can create deficiencies of nutrients and minerals. This can lead to issues such as inflammation and chronic pain. Mineral imbalances can also show on the skin in the form of pre-mature aging, adult acne, pigmentation, psoriasis, eczema etc. These are signs that the body and skin are dehydrated and under nourished, and are missing the important components and building blocks for keeping skin healthy, strong, and vibrant.

Ocean minerals from seawater, sea salts, and seaweed applied to the skin are absorbed directly in their ionic form and are ideal for replenishing essential minerals and assisting in detoxifying the body.

As the skin immediately recognizes this bio-available form of nutrition, the absorption carries vitamins and minerals through the layers of skin, deep into the bloodstream. The infusion of vitamins and minerals such as iodine, magnesium, and calcium found in seaweeds and other ocean components help to support the body's immune system. Brown seaweeds from the kelp family are richer in major mineral elements than their red or green alternatives.

Regular thalassotherapy treatments have been shown to help address symptoms relating to arthritis, visible signs of cellulite, muscle pain, inflammation, skin ailments, accumulated toxins, hormone imbalance, signs of age, cancer and post cancer through support of the immune system.



Seaweed and Skin Care

Depletion in collagen and elastin are most commonly seen as aging skin and wrinkles. Since kelp contains every essential amino acid the body requires, plus a multitude of others, it does well to convert these essential amino acids into proteins like collagen and elastin to help reduce the visible symptoms of aging.

Seaweed and intertidal ocean clay can also help to revitalize and firm the skin while re-establishing natural moisture levels. The benefits of seaweed for the skin include re-balancing, nourishing, hydrating, cell regenerating, detoxifying, purifying, oxygenating, and re-mineralizing.

In my research and work with holistic ingredients including seaweed and other ocean elements, I have seen how thalassotherapy treatments have greatly helped to heal ailments, improve overall wellbeing and promote healthy skin. While there are so many great advancements in skin care and anti-aging technology, I truly believe if we look to ancient healing practices and what Mother Nature has provided we will find everything we need to support health and healing from the inside and out. **S**

Sherina Jamal is the founder of Ancient Secrets Inc. and developer of the Beauty Through Balance Spa line which is made in Canada. She has been an educator in the areas of natural skin care and developer of holistic skin care products/ treatments for over 15 years. Co-author Rod Mulholland is a certified thalassotherapist in Vancouver BC.

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JILL DUNN

BY HERMIONE WILSON

“I’m a journalist first” says beauty expert Jill Dunn. Currently serving as resident beauty expert on The Marilyn Denis Show, Dunn’s first brush with the world of beauty was as an editorial intern at *ELLE* Canada magazine in 2003. Dunn went on to become *ELLE* Canada’s beauty editor, and later filled the same role at *Glow* magazine. Presently, she freelances for several publications, including *Flare*, *Hello! Canada* and *Chatelaine* and imparts beauty wisdom on The Marilyn Denis Show.

AFTER WRITING ABOUT THE BEAUTY INDUSTRY FOR OVER 10 YEARS, WHAT HAS BEEN YOUR TAKEAWAY IN TERMS OF YOUR PERSONAL BEAUTY REGIMEN?

I just think that skin care and the whole ritual of skin care have become very important to me. Skin is a living, breathing thing; it’s dynamic, and it’s always changing, and you can address those changes. That has been something I really enjoy learning about and implementing in my own life.

FOR WOMEN WHO HAVE NO CLUE ABOUT SKIN CARE, WHERE DO YOU SUGGEST STARTING?

I’m actually a fan of the double cleanse: using a makeup removing oil first and then a cleansing gel or milk on top of that. You get a very thorough cleanse without stripping the skin. I think that’s the cornerstone of all good skin care routines. Beyond that, use a great antioxidant serum, something that has 10 per cent or more stabilized Vitamin C in it. That really does wonders for fighting off free radicals, so it kind of delays those early lines and wrinkles. You can use that morning and night, and in the day time get SPF in your moisturizer. So, if you can only afford three things: a really good cleanser, a treatment serum, and a daily moisturizer with SPF.

HOW DO YOU TREAT YOURSELF?

I love going for a facial. I probably do that, like, once a quarter. Pedicures are also something that I love to get, and I get them done all year round. They really feel like an



indulgence for me. I do them at home too, but it feels like you’ve done something nice for yourself when you go to the spa and take that time out to do it.

WHAT HAS BEEN YOUR BEST SPA EXPERIENCE AND WHY?

The Miraval Resort holistic spa in Arizona a few years ago. I had a male attendant giving me a massage, and it was just really remarkable about how in-tune he was with my body after just spending a couple of minutes with me. I was blown away. That’s a real gift and a real talent when you feel that comfortable straightaway with someone. He was like, “Did you go for a run yesterday?” It was almost a little bit freaky! And the results were amazing.

WHAT’S YOUR BIGGEST SPA PET PEEVE?

If I go for a facial and they leave the mask on and leave the room. I think it really does interrupt the treatment. I like when the therapist stays in the room and either gives you a hand massage or a foot massage, or does something else that keeps the power of touch in contact with you. Otherwise you’re laying there wondering, “Is the person coming back?” **S**



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