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Cover photo: eforea: Spa at Hilton, Markham, Ontario

EMBRACING THE POWER OF THE POSSIBLE



What does the word innovation mean to you? Does it conjure images of computer chips, robotic devices, and scientific research labs? Or perhaps thoughts about achievement, leadership, or renovation?

The Merriam-Webster Dictionary defines innovation as “the introduction of something new” and “a new idea, method, or device.” By these definitions, innovation is the foundation of long-term business success. This issue of *Spa Inc.* is focused on how spas can innovate to stay fresh, relevant, and keep clients coming through the doors.

From specific techniques, tools, and products to client service strategies, the Canadian spa industry has demonstrated a willingness and ability to be innovative. Spa leaders stay on top of the trends and research, and are willing risk-takers—to a degree—ready to push up their sleeves and institute new ideas to please their clients.

Spa innovation is wildly diverse, which makes it such an interesting subject. From aromatherapy and organic, sustainable products, to emerging sciences and technology such as stem cells, telomeres, and lasers, the spa industry runs the gamut of possibilities. For Canadians, that translates into a world of possibilities, where we can find the perfect spa and ultimate treatment to meet our individual needs.

We hope this issue inspires you to turn an analytical eye on your spa and seek opportunities for innovation. Let us know, and we'll share your stories, to help nurture our culture of innovation.

Heather Ednie



Check us out online @SpaMagInc

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PUT YOURSELF IN YOUR SKIN CARE

The science of stem cells in cosmetic applications has taken another step forward with the launch of a line of anti-aging skincare products that use the client's own stem cells in their formulation.

Personal Cell Sciences announced its new line, U Autologous, this summer, which includes a firming serum, moisturizer, and eye cream, each genetically unique and custom blended with the clients' own stem cells.

How does it work? Unwanted fat is removed from the client's body through mini-liposuction, and processed to extract the stem cells, which are grown to create Autokine-CM—a blend of cytokines, growth factors, and matrix proteins unique to every person. This is cultured and blended with antioxidants, peptides, and other anti-aging ingredients. Extra stem cells are frozen for future use, and the whole process takes up to five weeks. The initial processing costs \$600, and each product ranges from \$260 to \$540.

NO STRESS IN WINNIPEG

The people of Winnipeg now have a new opportunity to relax and enjoy life. The Nordik Spa-Nature Group aims to open the doors to its new location, Thermëa, this October.

Thermëa is designed along the same philosophies as the company's flagship Spa, Le Nordik, in Chelsea, Quebec, offering total relaxation in a serene, natural environment. Spa features include dry and steam saunas, hot, cold, and temperate outdoor baths, waterfalls, and relaxation areas. The thermal experience is complemented by a host of massage and body treatments, and an on-site restaurant to complete a luxurious experience.

Located on the Crescent Drive Golf Course, Thermëa construction was backed by \$9 million investment and will create more than 100 new jobs in the area once it's complete.



AMTA REPORT ON MASSAGE TRENDS

The American Massage Therapy Association has published its 6th annual Massage Profession Research Report, compiling market data and trends that impacted the U.S. massage therapy profession in 2012. Overall, a slight reduction in the amount of massages received in the U.S. over the previous year indicates the economy continues to impact the industry, even though consumers believe massage therapy is effective. Some highlights from the report:

- 16% of adult American consumers received massages, averaging 4.2 massages throughout the year (34.5 million people had 145 million massages)
- 89% of consumers believe massage helps reduce pain, while 87% believe massage can be beneficial to health and wellness
- On average, massage therapists worked 21.6 hours/week and saw 41 clients/month
- 85% of massage therapists are female
- Massage therapists practice an average of seven modalities, with 89% practicing Swedish massage
- 82% of massage therapists use the Internet daily, and 48% use social media

(Statistics are U.S.-based for 2012. Source: American Massage Therapy Association)





“NOW
I’M BACK
IN CONTROL
OF MY LIFE”

ROSETTA, CANCER SURVIVOR AND BUSINESSWOMAN

FIND SUPPORT + GAIN CONFIDENCE + LIFT SPIRITS + TAKE CONTROL



“I was worried how the change in my appearance would impact my business relationships...it wasn’t like me to be so unsure of myself.” Rosetta attended a free two-hour Look Good Feel Better workshop and met other women who were also looking for ways to manage the appearance-related effects of their cancer treatment. Rosetta received a complimentary kit of cosmetic products and learned make-up and hair alternative techniques from industry-trained volunteers. “It was amazing...just learning how to recreate my eyebrows brought the old me back.”

Look Good Feel Better helps women like Rosetta in over 100 cancer care facilities and hospitals across Canada.

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"We aren't going to be able to keep up with work or our families if we don't take care of ourselves. 'Me' time is very important for busy moms like us."

– SARAH VASSOS

from *Finding the Balance*

"As I drove home through the winding, tree-lined roads, I started thinking about how the perfect spa visit starts with finding the perfect spa for you."

– LINDSAY GRUMMETT

from *A Tale of Two Spas*

"I was shocked when a friend who works in social media said, 'I don't know why everyone thinks businesses should be on Pinterest.' 'Why not?' I say!"

– KERI LAPLANTE

from *Pinning for Business*



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BALANCE

THE PAIN OF SUNBURN

New research that identified the gene that causes pain in sunburned skin suggests blocking TRPV4 could stop post-burn suffering. Researchers from Duke University, Rockefeller University, and the University of California San Francisco have discovered the TRPV4 molecule, found abundantly in skin cells, plays a major role in the pain and damage caused by UVB over-exposure. TRPV4 is an ion channel in the skin cell membrane that lets in charged ions such as calcium and sodium. Of course, though it would be great to eliminate the sunburn pain, the best approach is to avoid getting burned in the first place.



HELP YOUR CLIENTS BE WINTER-READY

Winter is just around the corner. In only a few short months, Canadians will be donning their mitts and toques and heading out into an icy white wonderland. Winter's harsh weather can wreak havoc on the skin so help your clients put their best winter face forward and share these tips to help them face the cold.

1. Wash gently: use lukewarm water, moisture-rich soaps, and be tender with delicate skin.
2. Moisturize! From eczema, psoriasis, to dry skin, moisturize after washing when the skin's still damp, and throughout the day as needed.
3. Meditate, practice yoga—find a key to de-stress. Research has indicated the stress decreases the skin's ability to retain water.
4. Wear soft, breathable fabrics and loose-fitting clothing to avoid skin irritation.
5. Use a humidifier. The recommended humidity level is between 30 and 50 per cent.
6. Eat well, exercise, and get enough sleep. Staying healthy is the best defense to maintain radiant skin.

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TRANSFORMATION
AT *eforea:*
spa at Hilton
IS MORE THAN
SKIN DEEP

Spa gets world-class makeover to entice a new crowd

BY LINDSAY GRUMMETT



More than 10 years ago, Hilton Hotels Corporation introduced a new luxury location to Markham, Ontario. Only a 25-minute drive from downtown Toronto, the Hilton Toronto/Markham Suites Conference Centre & Spa is an impressive retreat that boasts the only AAA Four Diamond hotel status in the region.

“The property shows beautifully for being almost 25 years old,” says Jennifer Chiappetta, director of sales and marketing. “They’re putting money back into the building and it’s really kept it in pristine condition.”

A nearly-\$50 million expansion and renovation project builds on the existing structure and adds a conference area as well as the spa. Throughout the years, the

hotel has stayed current by updating the space and continues to innovate through this year’s renovation and rebranding of the spa.

The new 5,000-square-foot eforea: Spa at Hilton was unveiled this spring with a modern design and natural elements. This location is Hilton’s first eforea branded spa in Canada and the fourteenth in the world although there are more than 90 anticipated properties currently in development.

With the renovations and rebranding complete, guests are now taking in the eforea experience through one of three signature spa journeys.

THE JOURNEY

The concept for eforea’s treatments is



THE CONCEPT
FOR EFOREA'S
TREATMENTS IS
BASED AROUND
THEIR THREE
SIGNATURE SPA
JOURNEYS:
THE ESSENTIAL,
THE ESCAPE, AND
THE MEN'S



based around their three signature spa journeys: The Essential, The Escape, and The Men's. The Essential Journey includes technologically advanced spa treatments such as a firming facial that uses LED light therapy, while The Escape Journey is a holistic treatment that utilize nourishing organic plant ingredients. Not only did the spa create treatments specifically for its male clients with The Men's Journey, guys also have their own space.

THE CAVE

"Men want to come in for services too," says Kim Assar, spa operations manager, "but they don't always want to be amongst the women and feel that girly sense of the spa."

The eforea solution was to create a room just for guys to get their treatments. The space includes a few of the male staples like a flat screen TV, comfy chair, and a shower which Assar says was a must-have addition to the space.

"Guys do not like to walk out smelling like anything," she explains.

Men have been very receptive to the spa services and this summer eforea held a men's only event inviting men to visit the spa to watch a baseball game and check out the man cave.

"We also had some beer, lamb skewers, pretzels with Dijon mustard, and all kinds of fun things just for guys."

With the male skincare a growing sector in the global beauty industry, eforea: Spa at Hilton has started to capture this portion of the market by spreading the word through the fairer sex.

"We're telling women to get their hubbies or boyfriends to come in and



introduce them to some services. Most guys would never go to the spa for a massage, but why not?" asks Assar.

ABOVE AND BEYOND

All aspects of the eforea experience have been created with the guest's enjoyment in mind.

After a couple's massage, guests are treated to a complimentary fruit platter to extend the experience. The spa also has a softpack onsite that can be added as an upgrade treatment to a massage.

"It's almost like a waterbed. The table gets lowered and you end up being cocooned in warm water," says Assar.

In addition to the spa, there's also a separate hair salon which caters to bridal or birthday parties as well as a dining area for spa guests only.

"It's important to think about it as an entire day spa package. You're not just coming in-and-out for a facial. You can also relax, get a manicure—all in one place." **S**

EFOREA: SPA AT HILTON

OPENED: 2013

SIZE: 5,000 square-feet

NUMBER OF TREATMENT ROOMS: 13

NUMBER OF STAFF: 25

RETAIL:

Kerstin Florian, LI'TYA, VitaMan





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STRATEGIES



BUILDING A SUCCESSFUL BUSINESS TAKES STRATEGY

BY LINDSAY GRUMMETT

In a world of stress, spas are a serene environment offering relaxation and momentary relief from the daily grind. But for the spa owner, this tranquil space is a place of business and success in the spa industry is not a certainty. According to the 2006 Canadian Spa Sector Profile, the industry has become increasingly competitive over the years with a cumulative Canadian growth of 329 per cent from 1996 to March 2006.

"A lot of spa owners are stuck in that daily routine whether they're performing services or working reception," says Rob Cass of Spaformation. "You've got to get the mindset of working on your business, not just in your business."

Cass and his team of industry professionals coach spa owners on the business side of running a spa. Their guidance helps spa owners stay on top of current trends and make decisions for their particular location that will put them ahead of the competition.

"There are a lot of \$100,000 lasers acting as coat racks right now. The reason being is they got excited about a trend and didn't look at it from their own business point-of-view." He adds, "You might think it's awesome, but do your customers?"

WHEN TO INNOVATE

Innovation can happen at many stages of a spa's lifecycle, often for different reasons. New spas are looking for a competitive edge. Older, more established spots like Ste. Anne's Spa in Ontario and Manitou Springs Resort & Mineral Spa in Saskatchewan, are aiming to grow their business and maintain repeat customers.

Innovation *Gone WILD*

Sometimes the most innovative option might not be the best. These five treatments push the boundaries of beauty into the realm of bizarre.

BY LINDSAY GRUMMETT

HAIR CARE WITH BULL TESTICLE BROTH

Is this the secret to the most luscious locks? California-based salon TheBroot is now adding a shot of bull testicle broth to their all-natural hair treatments. The testicle is boiled to extract the liquid which is said to enrich hair with proteins and hormones. Customers looking for that extra ingredient just need to ask to have their treatment “animal style.”

BRING ON THE BLOOD

Vampire facelifts are the hottest thing in Hollywood with everyone from Kim Kardashian to Gisele Bündchen trying out the new fad. The procedure involves having blood taken from your arm and injected into your face. It's said to reduce fine lines and create volume with results showing in as little as 4 to 6 weeks.

BIRD POOP BEAUTY

Who says skincare innovation begins in the lab—it just may start with...poop? In Japan they've been using this product in skincare for centuries. Nightingale poop (don't worry, it isn't pigeon) is said to soften and brighten the skin. Now North American spas are starting to catch on to what's being called the “geisha facial” and are charging over \$100 a treatment. Curious about the smell? It's been said to be musky or similar to rice bran.

WHO SAYS HAY IS FOR HORSES

Hay body wraps have been happening in Italy's Hotel Heubad since the early 1900's. Guests are wrapped in warm, wet hay and relax on a waterbed for about 20 minutes. Afterwards, they are wrapped in sheets and relax for another 30 minutes with bits of hay still on their body. The treatment is said to strengthen the immune system, stimulates the metabolism and detoxify the body.

THE HOTTEST TREATMENT AROUND

They say to fight fire with fire, but what about aging? Flame facials are a terrifying new treatment out of China that involves the therapist placing an alcohol-soaked towel over your face before lighting it on fire. The open flames are said to stimulate cell regeneration and give the skin a youthful complexion.

Guests have been going to Manitou Springs since 1987 to bathe in the highly concentrated mineral water. In 1991, a hotel and aesthetics area were added and this year, CEO Dwight Hayter renovated and expanded the resort's Serenity Massage and Esthetics area again after an increase in guests at the mineral pool left the Serenity cramped and unable to accommodate everyone.

With this added space, Serenity is now able to provide couples' massages, group manicures for up to eight people, facials, men's treatments, and reflexology.

The CEO says he travels internationally and added the last two treatments after observing the global industry's move toward holistic and men's-only experiences.

Hayter says that even he was surprised by the local response to the new men's treatments. “I was quite shocked with the amount of men's treatments we started booking right out of the gate when we launched it. I didn't expect it to take off as quickly as it did.”

For Jim Corcoran, the owner and general manager of Ste. Anne's Spa, it made sense to hire Cass as a consultant when he was looking for alternative ways of marketing the spa.

“You can be in business for a long time and end up growing blinders,” says Corcoran. “You or your staff may not see things that somebody from outside comes in and spots.”

Regardless whether you want outside help or choose to innovate on your own, it's important to understand industry trends and your target consumer. Staying connected with the business of the spa will help locate areas that could improve the bottom line.

PICKING PRODUCTS

With thousands of available options, picking the perfect products for a spa can seem like an impossible task. However, Grace Nesci of Sigmacon Skin Sciences says when selecting retail products the decision should first start with the supplier.

“Go with a company that you know will take it to the next level and be with you long term.”

Cass agrees and adds, “There are so many great products out there, you want to partner with the right company more than with the right products.”

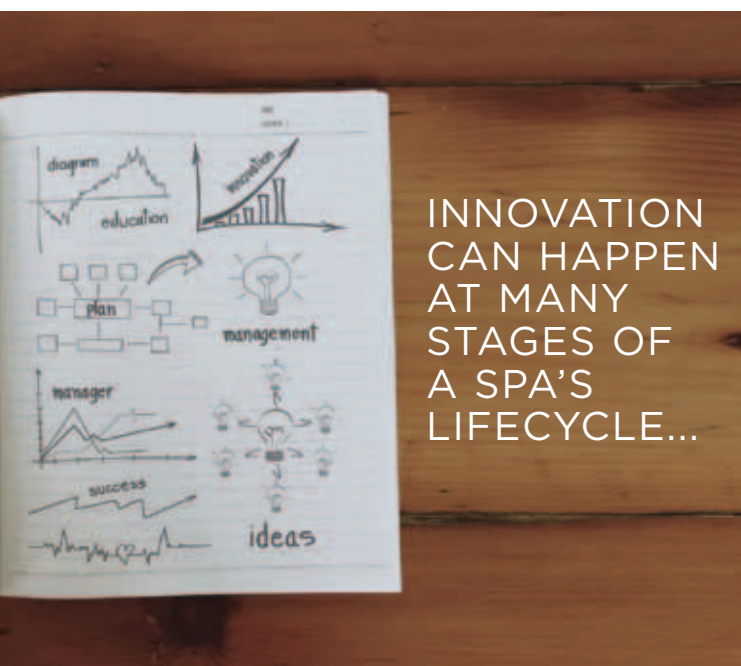
Look for items that are both well-known and well-made. Also, make inquiries into additional services and support offered by the company with regards to incentives, promotions, and gifts with purchase.

CUSTOMIZATION AND COMMUNICATION

Spa innovation in its simplest form involves customization and communication.

“Don't just offer any typical service because they can get that anywhere. Customize your procedures because it's that





INNOVATION CAN HAPPEN AT MANY STAGES OF A SPA'S LIFECYCLE...

customized experience that will make the client want to come back to you," says Nesci.

When performing a facial, for example, she suggests using a specialty serum that can then be recommended for home use. Choose a product that will effectively tackle skin concerns which were discussed with the guest prior to the treatment.

"Customizing makes a difference in growth," says Nesci. "Don't just think about the cost per treatment on an individual basis."

Cass takes this one step further suggesting a structure that will create even more ease for the client. "Why can't I—in the treatment room—book their next facial and sell them their products that they can pick up at reception?"

There are also much simpler ways to customize a guest's experience such as offering a neck and shoulder massage while they get masque treatment. At Manitou Springs, guests are given the option of using the mineral pool before and after a massage which complements the treatment by loosening up the muscles. They also sell mineral products with salt harvested from their lake—items that are unique to their spa.

For a spa to stand out it, it must have personalized treatments and exceptional attributes that set it apart in order to turn walk-ins into weeklies. **S**

Sometimes it's good to *brag a little.*

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Nomination deadline: December 31, 2013

Winners will be announced in the Spring issue of *Spa Inc.*
Awards will be presented at the 2014 spAWARDS Gala



STRATEGIES

TEST IDEAS

Social apps and websites, especially Pinterest, can be great ways to test ideas. Don't be afraid to pin something and ask your followers—even those not on Pinterest—what they think of the idea. A spa is a personal experience. Social sites give you a great opportunity to casually ask your customers what they think of a new idea and help you to gauge what is working.

BUILD RELATIONSHIPS

The core value of any social website campaign is the increased customer interaction. It is important to appreciate that Twitter and Facebook are not avenues to push out coupons, deals, and announcements. Social sites should be used to build relationships with your customers. Take the opportunity to listen to what they say.



POST WITH PURPOSE

Implement a social media calendar for your business married with your marketing plan. There can be pressure to post constantly. Your posts should always be purposeful. Every post should either be a clear response to a customer interaction, or it should be a clear appeal to your customers to do something. Getting strategic saves time and your customers appreciate it!

SEVEN INNOVATIVE SOLUTIONS FOR YOUR SPA BUSINESS

BY CADI JORDAN

Social media is part in parcel with your marketing. Like any business, your spa can benefit from implementing social media solutions tailored to your business. Here are seven tips that can help you maximize your online presence.

LINK AND MOVE ON

Sometimes you do need to tell your customers about new deals. Maybe you have a great new treatment or product. These campaigns are far better suited to your informative website or blog. When you tweet about them, make a single tweet that links to the webpage for the announcement. Don't badger your social followers with sales pitches. Link to your announcements, then return to the conversation.



Cadi Jordan is an internationally respected social media & marketing strategist. Her forte is in training, coaching, and online management in the spa, health, and wellness sectors.

RESPOND

More than anything, when you use social apps and websites, it is important to be responsive. An unresponsive social presence is worse than no presence at all. Customers will be upset if you fail to respond. Be respectful. Be honest. But, do not allow a customer's social interactions to go without some response. That will do more harm than having no presence on social sites at all.

FOLLOW YOUR FOLLOWERS

Social marketing offers a chance to explore what your customers find interesting. Take a look through their likes, their retweets, and what they pin. All this information forms a zeitgeist of what your customers like. Study it. The rewards will follow quickly.

CASUAL, BUT NOT GLIB

Every social marketing campaign needs to be calibrated to the nature of the relationship between your business and its customers. It is okay to humanize your brand to a certain degree but social solutions for a spa need to be a little more fine-tuned. It is important to be friendly, but to maintain a degree of decorum.





EMPLOYING *aroma* AS A BUSINESS STRATEGY

Auriga Spa uses passion oil during the treatment and finishes by cleansing the energy with sage.

BY LINDSAY GRUMMETT

Stepping into the spa is a tantalizing experience for the senses—soft music, a compatible colour scheme, and inviting smells are typical tactics used to create an enjoyable ambiance for guests.

These strategies are proven to attract a customer toward a brand when used correctly. When it comes to the senses, smell is considered the most powerful sensory branding tool.

“Seventy-five percent of the emotions we generate on a daily basis are affected by smell. Next to sight, it is the most important sense we have,” writes Martin Lindstrom in his book *Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight, and Sound*.

The science of the senses can impact a business’s bottom line and companies from across all industries are now using scent to increase retention and loyalty and to improve the customer experience.

BUSINESS BENEFITS

With creams and candles in abundance, spa owners recognize the correlation between a pleasing scent and a happy customer.

“You associate the spa with beauty and smell is part of the beauty process. That’s why women buy perfumes and men are wearing aftershave,” says Alex Cosic, vice president of global sales at Air Aroma. “It’s all part of the beauty experience.”

Air Aroma has been in the business of smells for the last 15 years. The company helps businesses like Mercedes-Benz, Qantas airlines and Sofitel Hotels apply a scent marketing strategy to its business plan.

Smell is the most important of the five senses when it comes to purchase decisions because it can quickly affect the part of the brain that controls emotion and memory. For example, “If you’re looking for an increase in sales, you should use a scent like citrus,” says Cosic.

Citrus scent is great for retail spaces as research suggests it helps customers with decision-making. On the flipside, Cosic says lavender will give customers the perception of calmness and slow their ability to make decisions. This type of soothing scent is better off in a treatment or relaxation room.

Since smell is connected to emotion and memory, creating a scent experience for your spa is an innovative source of competitive advantage.

“Most spas pick the aroma for the guest, but here we want the guest to pick what they love and want to experience in the treatment,” says Dariela Roa, spa supervisor at Auriga Spa at Capella Pedregal Resort in Los Cabos, Mexico.

Guests are given the opportunity to choose one therapeutic aroma or a mixture of two that are then used in conjunction with the treatment. Roa says guests choose the fragrance they need in that moment to help them heal and relax. The spa scents range from Earth, which is a mixture of sandalwood, Siberian fir and frankincense, to Oolong, a combination of lime, lavender, oolong tea, and green tea.

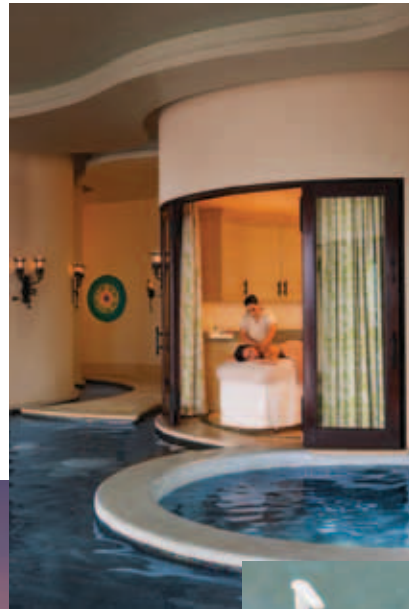
STRATEGIES

Auriga also carries a line of retail products in each of these fragrances allowing guests to extend the spa experience beyond their stay at the resort. “What is wonderful is that each time they smell that aroma they are brought back to Capella,” says Roa.

Providing guests with a personalized scent experience is a marketing opportunity, however, in order to achieve optimal business benefit spa owners should be selective when choosing a space’s scent.

AMBIENT SCENTING

For those that believe in the power of scent, there are more extreme aroma options beyond simply scenting spa treatments.



CLOCKWISE FROM TOP
Guests can choose a scent for their spa treatment at Auriga Spa.

Zents scents give any spa treatment a more personalized experience.

Auriga Spa's traditional massage celebrates Mexican culture, using rebozos (fabrics), rodillos (wood) and natural oils and herbs.

Capella Pedregal Resort offers guests magnificent views and a personalized scent experience.



Cosic says many businesses including retail stores, spas, cinemas, and casinos are using ambient scenting as a way to keep ahead of the competition.

“It’s all about the experience. Why would you go to one casino in Vegas rather than another, or one spa in Toronto over another,” questions Cosic.

Air Aroma works with clients to create a signature scent for their company or brand, paying close attention to the clientele and business environment. “We start by recommending a scent or aroma that is in conjunction with the business we’re talking to,” he says.


A men’s retail shop will differ in scent from a women’s, just as a medi location will have a different type of smell than an organic

SMELL IS CONSIDERED THE MOST POWERFUL SENSORY BRANDING TOOL

spa. Cosic says this type of scenting gives spas the competitive advantage needed to stay ahead in such a saturated business environment.

“Smell is a source of joy. Twenty years later you will

remember a smell you discovered when you were five or six years old,” says Cosic. “It’s the most powerful of all the senses.”

Before you make your next big business decision, it’d be wise to stop and smell the roses. They might just offer you some inspiration. 

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FROM SIMPLE NAIL DESIGNS TO MASTERPIECES



Michael van der Ham featured CND's nails during London's AW '13 Fashion Week

BY CHELSEA KOWALSKI

The current nail art and gel polish trends are putting the finger on the pulse of the increasing popularity of manicures. More and more Canadians are sporting artistic designs and purchasing seasonal collections for decorative nails.

"We have seen a huge increase in popularity," explains Erica Nieuwenhuis, director of marketing and education at Bio Sculpture Canada. "Women view their nails more and more as a fashion accessory, not just as nice manicured nails. They use them as a way to accessorize their outfits and to express personality, their creativity, their individual style."

The results of nail art are meant to be unique. There are various DIY kits, but a salon professional has the skill and technique to create intricate, exceptional designs.

Nail art for weddings is becoming more popular with gold or silver designs that include attachments of lace, pearls, or crystals. For nights out, neon or bright colours are most popular. If a darker, metallic colour is wanted, a gold or black gel with big glitter is best. The most commonly used 3D materials are foil, glitter dust, coloured ribbons, and most importantly, rhinestones.

Some trends have caught on more than others. "Some popular and salon-friendly trends are ombre design using gel or traditional polish; 3D art using acrylic, nail wraps or appliques; and embellishments such as glitter, feathers, rhinestones, beads, or felt as well as words on nails," says Joy Johnson, Nails and Faces of



1...#155 Jackie from the Hollywood Color Collection-Bio Sculpture 2...Nail art designs and colours by CND, featuring: Disco Fever, Mood Ring, Silent Night, Metallic Glitter Fade, Winter Wonderland, Enchantment, Gilded Glimmer and Starry Night 3...#159 Grace from the Hollywood Color Collection-Bio Sculpture 4...Sprung and Pink Yet Lavendar by O.P.I.



NAIL ART'S POPULARITY IS TAKING CREATIVITY TO NEW LENGTHS

Joy owner from Waldorf, Maryland. For frequent users, a broad gel collection is necessary to create designs easily and quickly. Nail gel is similar to nail polish, but it can strengthen and promote the growth of nails, while remaining thin and flexible. It dries instantly under UV lights and can be the best product for nail art.

Nail art has been around for a long time. In 3000 BC, it was started by the Chinese, who applied enamel on their nails and left it on for hours. The result was a pink finish. China was not the only nail art enthusiast at the time. Indians and Egyptians used it as well. The modernization of nail design began in the early 19th century and salons popped up in the U.S. by the late 19th century.

The great advantage of nail art is that it can be changed quickly and drastically. "It's not like having a dramatic change in your hair that would take six months to reverse," says Nieuwenhuis. "It's a two- or three-week commitment."

If nails are bitten down or cut short, they may be hard to use as

a canvas for nail art. The easy solution is acrylic artificial nails. Although these are not natural nails, they provide numerous benefits. Artificial nails provide a variety of shape, length, and can have intricate designs with add-ons and different materials. Another great advantage is that they can last a little longer because they won't break as easily as the natural nail.

Proper maintenance of nails, especially with nail art, is very important and should be communicated to clients as part of their at-home care. Applying a clear top coat every couple of days, wearing gloves during nail-damaging tasks, and trimming them lightly, if at all, can give more life to a beautiful set of nails. Nails with simple designs are much easier to keep intact and can stay for as long as two weeks, but nails with 3D material, or intricate designs, can wear down easier. If clients follow the at-home suggestions, they can keep their creative designs in pristine shape until their next trip to the salon or spa. **S**

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- Maximum Durability
- Entirely Odorless



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The **Argan Oil** found in our Kami Warm Wax is nourishment for your skin and helps to **maintain** the necessary levels of hydration and collagen. It is a **natural** solution to **defend** the skin against premature aging and UV exposure.



Simple Application



Undeniably Effective



Gently Aromatic



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VEA SPA

Warm Waxes



HOW WELL ARE YOU AGING?



BY DR. RANDY KNIPPING, MD

Dr. Randy Knipping is medical director of DeerFields Clinic and an expert in age management medicine and bioidentical hormone replacement therapy.

Imagine if you could change the underlying rate at which you age, so that you could enjoy not just a longer life, but a healthier one. Imagine if you could delay the onset of age-related chronic diseases and reduce the likelihood of living out your days in a nursing home.

It can be done.

The first step to changing the underlying rate of aging is knowing how well the body is aging. For the first time in Canada, the underlying biology of aging can be measured, based on research by Dr. Elizabeth Blackburn, that won the Nobel Prize for Physiology or Medicine in 2009.

Blackburn's research determined that telomeres are the body's molecular clock and shorten with age. Critically short telomeres are associated with more than 80 per cent of all age-related chronic illnesses including heart disease, Alzheimer's, arthritis, and cancer. Telomeres are impacted by stress, illness, and poor lifestyle choices. With this knowledge and new technology in hand, the shortening of telomeres can be slowed down and even reversed through lifestyle changes.

The Next Generation Exam (NGE) at DeerFields Clinic is a good case study example of how telomeres can be measured, and subsequent programs to halt or reverse their shortening can be offered. Highly specialized, it requires a specialist in Age Management Medicine with training in the Biomarkers component to administer.

Sophisticated medical instruments and laboratory tests are used to measure the biomarkers that tell precisely the age of heart, lungs, brain, skin, immune system, and telomeres. In addition cardiovascular risk, physical fitness, and stress resilience are measured, all key and proven factors to aging well.

To do this, an extensive blood test and highly qualified labs and tests are employed to measure everything from immune system, telomeres, and hormones, an important aspect of aging. The levels and balance of hormones begins to decline one to three per cent each year after the age of 30. Often, the effects of hormone



imbalance are not noticeable until we reach our late 40s or 50s.

The hallmark of hormonal balancing in the age management medicine literature is to restore hormone levels to approximately 75 per cent of what they were at age 30. Optimization of hormone levels is done under constant physician monitoring. Blood tests are performed every three months to ensure optimum health.

Following the exam, the physician presents the results and recommendations designed to improve quality of life, better vitality, and extended health span. The client can opt for a Vitality and Longevity Program, which monitors and measures results on an ongoing basis, with quarterly blood tests and consultations with the doctor. To enable client success, physician consultation is available via phone, virtually, email, or in person, as well as other services such as custom prescriptions, coaching, a supplement program, and a second opinion service, as required.

Aging is inevitable, aging well is afterall, a choice. **S**

ELEMENTS OF THE NEXT GENERATION EXAM

- Comprehensive health questionnaire
- PhysioAge systems biomarker testing and report
- CIMT cardiovascular risk assessment
- Standardized fitness test including VO2 Max (anaerobic threshold) and GXT (ECG stress test)
- Heart rate variability (HRV) testing and training using the HeartMath emWave2 device
- History and physical examination by a physician
- Vitality and longevity program recommendations that include:
 - Telomerase preservation and activation
 - Metabolic and hormonal balancing
 - Nutrition, fitness, and stress reduction recommendations

SCIENTIFIC Skincare

BY LINDSAY GRUMMETT

Science has been good to skincare and recently there have been innovations that are changing the landscape of the beauty business.

"There's always going to be a group of consumers that want to be on the cutting-edge, want to try new things, and are willing to look at products that are perhaps a bit more novel," says Simon Craw, executive vice president of International Stem Cell Corporation, parent company of Lifeline Skincare.

INNOVATIVE INGREDIENTS

With so many products on the market, beauty companies are focusing their efforts on developing unique ingredients to set them apart from the competition. Many of these businesses are protecting their discoveries through patents.

"Any company who develops proprietary products or processes should protect that intellectual property or expect to have copycat competition," says Rebecca Petersen, the senior director of sales and marketing at Botanic Innovations & Immuno Viva.

A few examples that are new to the market include an anti-aging serum that's packed with concentrated nutrients and an acne-fighting product that employs silver to fight bacteria, fungi, and viruses on the skin.

- Immuno-Viva serum includes a patented blend of antioxidant-rich seed oils that combats the signs of aging
- Zyderma HS incorporates large microsilver particles into their product to address skin issues caused by bacteria. The MicroSilver BG sits on top of the skin releasing silver ions that eliminate harmful micro-organisms

LET'S TALK TELOMERES

If you haven't heard of telomeres, it's time to do your homework. These tiny structures are found at the end of your chromosomes to keep them from losing important parts of genetic information. As we age, our telomeres shorten, but other factors can also impact telomere length such as poor diet, lack of exercise, and stress to name a few. Since telomere length is an indicator of biological age, we want our telomeres long and strong! A combination of certain vitamins, minerals, and bioactives are said to protect the telomeres when taken orally or applied topically.

STEM CELL SCIENCE

"Stem cell technology helps with skin rejuvenation, tissue repair, and wound healing," says Grace Nesci of Sigmacon Skin Science. The benefit comes from the stem cell's growth factors and proteins that work to promote healthier skin through cell production and collagen formation. While most beauty items use plant stem cells, the most novel products employ human stem cells, although in very different ways:

- Stimulation uses stem cells derived from bone marrow
- Lifeline Skincare developed non-embryonic stem cells for those with ethical concerns
- Personal Cell Sciences creates its products with your personal stem cells (removed through a little liposuction) **S**



Innovative ingredients

- 1 Immuno-Viva Renew Anti-Aging Serum
www.immunoviva.com
- 2 Zyderma Zyderma HS (with MicroSilver BG)
www.zyderma.com

Telomeres

- 3 Elite Skincare DNA Repair Revival Cream
www.eliteskincare.com
- 4 Isagenix Ageless Essentials Daily Pack with Product B
www.isagenix.com

Stem cells

- 5 Lifeline Skincare Day and Night Moisture Serum
www.lifelineskincare.com
- 6 Stimulation Skin Care Daily Micro-Derm Scrub
<http://stimulation.com>
- 7 Personal Cell Sciences U Autologous
<http://personalcellsciences.com>

DID YOU SAY CC CREAM?



BY ISABELLE VILLENEUVE

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.

Over the past two years, the beauty and skincare world was rocked by the arrival of BB creams or beauty balms. BB Creams are addictive, all-in-one creams from Asia which quickly stole the tinted creams spotlight. But now, BB Creams are being dethroned by CC Creams. Exit beauty balms. This improved version offers more benefits than their older sisters.

CC FOR COLOUR CONTROL

Like BB Creams, CC Creams come from Korea. The initials “CC” stand for Colour Control, Complete Correction, or similar varieties depending on the brand.

CC Creams go further than BB Creams. In fact, CC Creams do everything better than BB Creams and as a bonus, they repair damage and brighten the complexion. While BB Creams manage to conceal the defects of the skin, CC Creams repair them. Their most dramatic effect is the resulting radiant complexion.

Here are the most notable CC Cream promises:

- Clarification of the complexion with lightening properties for the face and a diminishing of dark circles around the eyes. The complexion is brighter as well
- Restorative action (anti-aging, anti-fatigue for example) as opposed to BB Creams that only hide blemishes
- Prolonged hydration with a composition which contains hyaluronic acid or other hydrating agents
- A more natural coverage than with BB Creams. The plaster effect of BB Creams is avoided
- A lighter texture to work more effectively. No heavy sensation on the skin
- A matte finish, since they are guaranteed oil-free
- One colour that suits all skin tones
- Sunscreen protection that's more effective than in the BB Creams, to prevent skin aging



CC Cream is a more profound treatment than a BB Cream, with an instant camouflaging effect coupled with a restorative/corrective action in the short or medium term.

CC CREAM FOR THE EYE CONTOUR AREA

The contour of the eye is an extremely fragile and vulnerable area and is easily marred more rapidly than the rest of the face. Wrinkles, dark circles, puffiness, creased eyelids and dullness appear. For an immediate camouflaging effect and targeted action on most of these concerns, a good CC Cream is needed. An immediate rejuvenating effect is guaranteed.

With a light and non-greasy texture, CC Cream formulas contain light-reflecting pigments and an evening agent for shine and smoothing. For hydration, hyaluronic acid is a top choice since it is already present in the skin, but decreases with age. Plant extracts are effective for drainage and boosting microcirculation. And the cream of the crop? A lifting agent to raise the upper eyelid in addition to the benefits just listed. Finally, CC Creams' coolness upon application is not only pleasant but also stimulating and done with a ceramic applicator shaped for state-of-the-art application with no rubbing or pulling. One last tip for a beautiful complexion: CC Cream should be applied every morning, alone or beneath makeup. ■

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NATURAL, SOFT & HASSLE-FREE

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THICKER & BEAUTIFULLY SHAPED BROWS

EARN UP TO
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Our HDiBrow Eyebrow Extensions have different shapes, lengths, curl, and thickness. For women who believe that their eyebrows are too short or otherwise unappealing in appearance, they choose to modify with brow shadow, pencil, or permanent make up.

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- 100% Hand-Made Mink Hair & Medical Grade Clear Adhesive
- Lasts from 4 - 6 weeks or longer with the HDiBrow Care Line
- Semi Permanent & Permanent Extensions Available
- Wide selection of collections that are waterproof

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KIT COST	\$850
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FRESH & new

MOOR SPA'S Neem Cream features an exclusive blend of neem extract and oil, aloe vera, and comfrey to provide soothing benefits to the skin. The cream can be used on the face or body to relieve irritations due to environmental exposure, cosmetic skin treatments, skin waxing, eczema, psoriasis, and allergies.

www.moorspa.com



TIMESLIP SOLUTIONS' RG-Cell is a concentrated restorative serum that uses a blend of stem cell activators programmed to protect skin and visibly fight aging at the cellular level. RG Cell's double-layered nano-encapsulation technology ensures that the product penetrates deep in the skin to reactivate dormant skin cells.

<http://rg-cell.com>

BARE LOVE BEAUTY'S (BLB) Bare Love Body features an all-natural combination of plant and vegetable-derived oils from around the world. This time-released treatment enables immediate moisture retention and skin protection throughout the day. Rich in Vitamin C, E, essential fatty acids, and Omega 6 & 9, BLB's oil helps improve the appearance of dry, cracked skin and protects against external factors.

www.barelovebeauty.com



ELTAMD Clear is a facial hydrator for skin types that are prone to acne, rosacea, and hyper-pigmentation. It's formulated with niacinamide (vitamin B3) to help reduce the appearance of blemishes and photo-damaged skin while preventing discoloration often left over from previous breakouts. Works well alone or under makeup.

www.eltamd.com

VEA SPA's Kāmi Creamy Pink Warm Wax is luxuriously creamy, lightly fragranced, and extremely gentle, with simple ingredients that allow for easy application. Made for all skin types, this wax also supports a good cause. For each can sold, \$1 will be donated towards the Quebec Breast Cancer Foundation.

www.belmonda.com



SOAPSTONES SOAP & SKIN CARE INC.'s Face Addiction Fresh products are inspired by old world apothecary culture and custom blending botanicals. Including a cleanser, tonic, and cream, radish root ferment filtrate is used to provide full spectrum anti-bacterial, anti-microbial, and anti-fungal protection. The Fresh line, for normal to combination skin, includes propolis and grapefruit essential oils, with silk peptides in the cleanser and cream, and tamarind seed extract in the tonic.

www.faceaddiction.ca

FRESH & new for the holidays

CHEEKY MONKEY COSMETICS' new, high-performance nail polishes are the perfect stocking stuffer. The sassy and edgy brand features colour names like Sweet Alimony (deep green – think the colour of money) and Granny Panties (soft white). Each polish also includes a fortune cookie-style tag with a unique saying like “If you feel beautiful and empowered you will fill your space with positive energy.”

www.cheekymonkeycosmetics.com



JAN MARINI SKIN RESEARCH's limited edition Pumpkin Spice Refining Exfoliator refines the skin's texture and follicle size while offering significant anti-aging benefits. The exfoliator combines glycolic acid and proteolytic enzymes with antioxidants to produce a smooth, glowing complexion. Spherical dissolving beads are used to reduce abrasion.

www.janmarini.com/us

CND's Scentsations Charmed Trio is a collection of hand and body lotions with fragrances for winter. The lotions are enriched with Vitamin A & E and also contain Aloe Barbadensis Leaf Extract to moisturize, soothe, and condition. The limited edition set includes Veiled Plum, Cranberry, and Wicked Ivy.

www.cnd.com



SOAPS TO LIVE BY's Live Laugh Love organic soap set will delight with luscious scents of fresh herbs. Each set includes three bars: Live Thyme Lemongrass, Laugh Lemongrass Sage, and Love Lavender Rosemary. Made from organic oils and infused with essential oils, these soaps help improve the skin while uplifting your mood. A tree will be planted for each soap sold.

www.soapstoliveby.com

LABORTOIRE DR RENAUD's new Duo custom box sets are the perfect gift. The elegant gift boxes are a sophisticated dark purple and include a cream and mask. The products are available in three different formulas to aid with skincare for anti-aging, oily skin, and normal or sensitive skin. Both the anti-aging and normal/sensitive skin creams come in two textures—a rich emulsion for dry skin or a light emulsion for normal to combination skin.

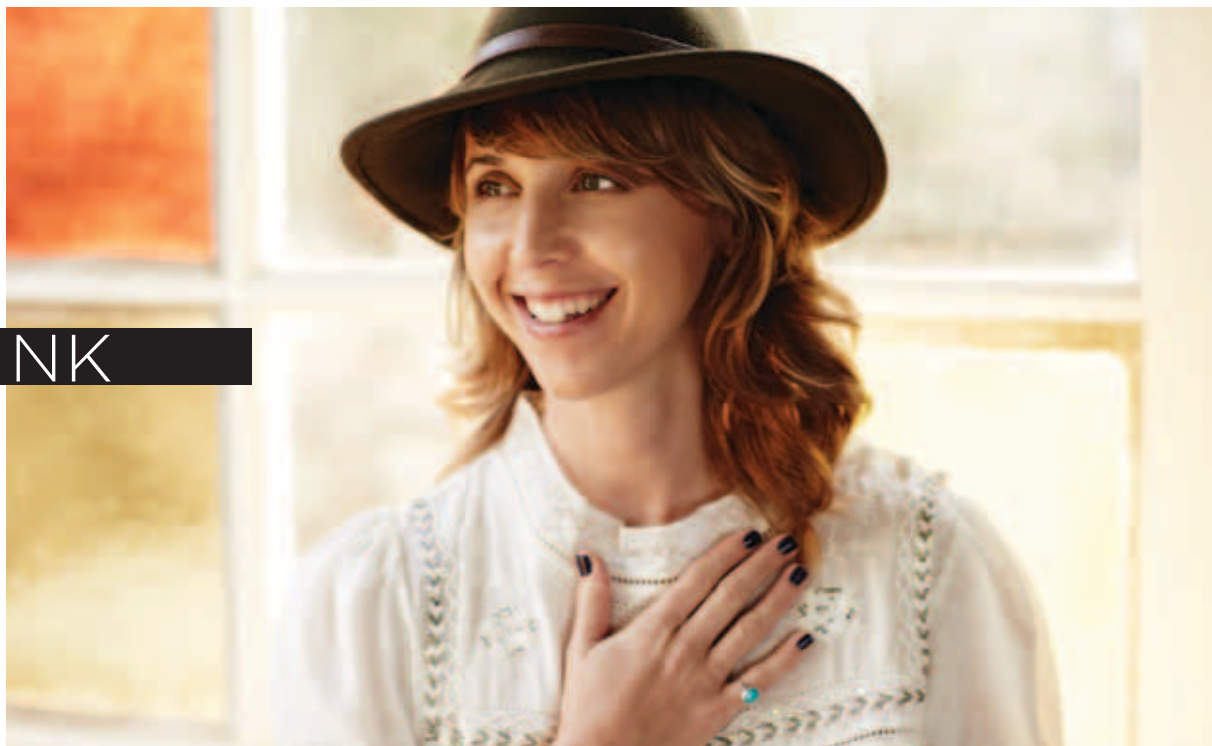
<http://ldrenaud.com>



LE MIEUX's new Anti-Aging Set contains three products for the eye area that produce a more youthful appearance: an undereye patch to firm and smooth the area, a booster serum to plump fine lines and infuse the skin with moisture as well as a wrinkle corrector. The Eye Wrinkle corrector repairs the delicate tissue around the eye while also reducing puffiness, the appearance of dark circles and minimizes wrinkles.

www.lemieuxcosmetics.com

SHEL PINK



BY THERESA ROGERS

Shel Pink is a woman on a mission and as a serial entrepreneur, is making her mark in lots of places from a stint at Motown to clothing brand LOBA, to the spa industry. In 2004, she founded and launched SpaRitual. The company is committed to creating multi-purpose eco-friendly products and packaging using vegan ingredients from around the world that are specially sourced, certified organic and fair trade.

Most recently, Pink launched her blog, slowbeauty.com as a platform for her vision of a new movement, identifying self-care through the nurturing of both the self and the planet. The seven tenets of Slow Beauty include Spa Tradition, Mindful Consumption, Rituals, Renewal, Meditation, Self-Expression and Nourished Mind.

Pink was in Canada recently for the first time – a large market for SpaRitual – meeting with media and distributors. *Spa Inc.* caught up with her.

WHAT'S YOUR FAVOURITE WAY TO RELAX?

My favourite way to relax is to meditate, go to the spa, and read.

WHERE DO YOU FIND INSPIRATION?

I find my inspiration mostly through the arts and travel. Traveling around the world opens you up to the treasures of different cultures.

IF YOU WEREN'T A BUSINESS OWNER, WHAT WOULD YOU BE DOING?

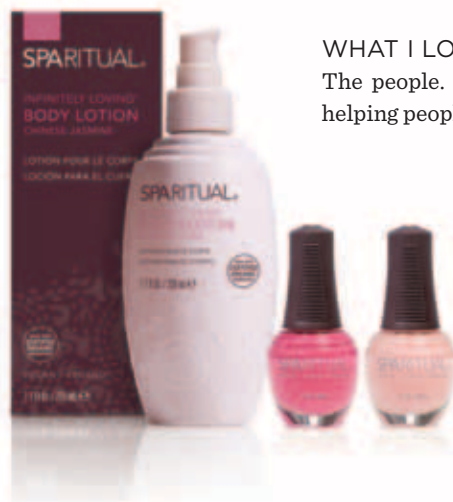
I would be writing.

WHAT IS YOUR MOTTO?

Right now it is: Life is a roller coaster ride. You just have to throw your hands up in the air, scream, and enjoy the ride.

WHAT I LOVE ABOUT THIS BUSINESS IS...

The people. They are passionate, authentic, and committed to helping people be well.



Belmonda



VEA SPA



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déco-tips



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implements

2 for 1



CURVED CUTICLE SCISSORS
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CORN PLATE, 1 BLADE
#99010
13.95\$



MINI MANICURE KIT
#99041
39.99\$

Contains: 1 Nail File, 1 Cuticle Nipper, 1 Cuticle Trimmer/File, 1 Nail Scissor, 1 Nail Cleaner (double ended), 1 Cuticle Nipper, 1 Metal Scoop Pusher



CUTICLE NIPPER
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odyssey

18 PC DISPLAY
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#81037SR



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pretty in pink

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matte fx

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#250012 **104.25\$**

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**A unique formula
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C+ 10 Serum

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