

# Spa Inc.

Canada's spa connection

Formerly Esthemag Pro Canada

summer 2010

## Spa Design

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5  
*Opening  
a Spa  
Hiring*





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Cover photo: Ancient Cedars Spa at the Wickaninnish Inn, Tofino, B.C.



## Skin Deep

When I was younger, there wasn't much thought given to the importance of sunscreens or the dangers of tanning. I don't recall ever really wearing sunscreen. Oh, how I loved tanning and the look of a dark tan as I grew up. My sister and I lived in our local pool all summer long, so we spent a lot of time in the sun. Somehow I never got burned.

Now I realize the cumulative damage I must have done to my skin. Luckily, science has come a long way and there are a plethora

of products not only to protect us from the sun, but also to repair the damage.

"Feeling the Burn" on p. 24 offers a selection of just a few of the many products available for use in your spas to counter the drying, aging and photodamaging effects of the sun.

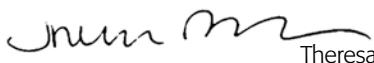
As health and beauty professionals, Dr. Howard Murad, Dermatologist and Founder of Murad Skincare, also counsels spa workers to educate their clients that what they put on their bodies is as important as what they put in their bodies. "Their job is to make the skin as healthy as possible and having a healthy body means having healthy skin," he says. A diet of healthy foods high in antioxidants will do wonders.

Still, as much as we all want wrinkle-free, clear and glowing skin, I think aging gracefully is more than skin deep, as they say. It's about self-esteem and a healthy attitude and mindset. You're only as old as you feel!



### Coming Soon!

Our very own *Spa Inc.* website! We are hard at work developing our website and plan to have it online for the fall. We hope it will serve as an extension of our magazine, helping us to connect with even more of you in Canada's flourishing spa community.

  
Theresa

## Saying Goodbye

It is with a mix of nostalgia and excitement that I'm writing this last editorial letter for *Spa Inc.* The nostalgia comes from spending 12 wonderful years discovering and enjoying the professional beauty industry, whereas the excitement is generated by what the future might bring.

Although they may be unsettling at times, I love milestones. They are between old and new, with the old pushing us further to create something new. So, off I go toward the future, which I'm already filling up with enough ideas to keep me busy for the next three or four lives...

I won't disappear totally from the industry, but rather watch proudly the Dovetail team go full steam ahead with this wonderful and informative magazine. And I'll see you around!

Here's to growth!





Joanne Brouard Corbeil  
French Editor

# SpaInc.

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# St. David's Marine Spa

CARDIFF, WALES



Slippers and a bathrobe are all guests will need when basking in this indulgent pampering affair. Beginning at 9 a.m. with a choice of a swift workout or a cool dip in the pool, complete with a three-course lunch, this is the basis of the St. David's Marine Spa experience.

## A Room With a View

- Looking over Cardiff Bay, guests enjoy breathtaking waterfront scenery—whether it's an awakening sunrise, romantic sunset or the tranquil sounds of the sea.

## Fitness Corner

- Boasts myriad of specialized wellness and fitness services including hydrotherapy pools, techno gym, dance studio, sauna and a fully stocked juice bar.

## Treatments

- A hot stone body and scalp massage simultaneously rejuvenates mind and spirit.
- A calm stroll through the hydrotherapy corridor features stimulating massage fountains, underwater jet massaging beds and gentle currents.
- Drawing inspiration from its seaside locale, the spa incorporates carefully selected aromatherapy, natural remedies and marine products in its treatment menu.
- The hydrotherapy pool increases circulation and eliminates toxins, ideal for those embarking on a weight loss journey.

**[www.thestdavidshotel.com/the-marine-spa](http://www.thestdavidshotel.com/the-marine-spa)**



## Spa at the Elysian

CHICAGO

Glam and lavish easily describe this 14,000 square-foot palace. Inspired by 1920s-era French romance, intricately sculptured chandeliers, striking marble and lush grey chaises bring architectural style to new heights. Guests escape from everyday life into an oasis of restorative treatments tailored to tantalize every want and desire. Whether unwinding in a sensuous body wrap, a soothing facial or a revitalizing Pilates session, The Spa at the Elysian will not disappoint. Using all-natural products, the deep cleansing facial is a must-have treatment: a full hour exfoliation session clears the skin of harmful impurities, unclogs pores and restores a natural radiance to its surface.

[www.elysianhotels.com](http://www.elysianhotels.com)



## SHA Wellness Clinic

ALICANTE, SPAIN

A hybrid of trusted therapies from the Far East combined with modern Western advances brings the better of two worlds all under one roof. Boasting 20 luxurious treatment rooms, some of which are fully equipped to perform treatments and procedures such as Botox, acupuncture and chemical peels, there is refinement in the world's first luxury macrobiotic retreat. The option of being pampered outdoors in a luminous rooftop garden while enjoying the breathtaking view overlooking the Mediterranean Sea, elevates this magical spa experience to new heights. Guests may indulge in mouthwatering healthy cuisine at SHA's premier restaurant, SHAMADI, the perfect ending to a day of pampering.

[www.shawellnessclinic.com](http://www.shawellnessclinic.com)



## La Mamounia Spa

MARRAKECH, MOROCCO

Voted the Best Resort in 2010 by Travel and Leisure Design Awards, La Mamounia Spa exudes soft elegance, panache and style. Warm minimalist decor and dim lighting beautifully encapsulates nine treatment rooms including two rooms specifically designed for a romantic couple's retreat. A fully catered relaxation room with sumptuous cuisine awaits guests. Just steps away sits a grand indoor ozone-heated pool, a posh boutique carrying the latest luxury skincare products, and six outdoor cabins ideal for guests who enjoy being pampered under the stars. Signature products including Black soap, Ghassoul clay, orange blossom water and Argan oil are just some of the traditional Moroccan beauty secrets produced exclusively for the spa.

[www.mamounia.com/uk/index.php](http://www.mamounia.com/uk/index.php)





# Freshly Renovated and Naturally Inspired

## The Spa at Deerhurst Calms the Senses

Deerhurst's Peninsula Lake dock is a perfect spot for early morning yoga.

**N**estled on 800 acres of rolling, wooded countryside, The Spa at Deerhurst Resort exudes the charm of its natural setting and rich heritage.

Embracing Peninsula Lake, just outside of Huntsville, Ontario, Deerhurst Resort is a year-round retreat to Ontario's famous cottage country. This year, from June 24-26, the sprawling resort, which includes two 18-hole golf courses, 45,000 square-feet of meeting space and an extensive waterfront in addition to the full-service spa, served as host venue for the 2010 G8 Summit.

Renowned for its 1,600 freshwater lakes and striking granite outcroppings, Muskoka has been a celebrated vacation retreat since the 19th century. Indeed, Muskoka's early tourists and settlers were drawn by excellent fishing, natural beauty, and air completely free of ragweed, providing relief for hay fever sufferers.

This tradition of wellness in the idyllic wilds of Muskoka has transcended the decades at The Spa at Deerhurst, says Acting

Spa Director Kelly MacLennan. "Our focus is personal well-being. This is perfectly summed up in our guiding principle: Where Nature Meets Nurture. All our products are based on wellness. They are as natural and botanical as possible with no parabens and only food-grade preservatives."

Updated in late 2007, the spa harnesses the natural elements of Deerhurst's location—water, wood and stone. Guests are greeted in the front reception by a rock wall and tranquil and transparent paint colours, all reflective of the Muskoka roots.

"When we renovated, our goal was to create a calm space with an easy flow. We actually did away with some of the open concept that existed before," says MacLennan. "People like their privacy. And now, even when we're extremely busy, it's serene and quiet throughout the spa because the spaces are perfectly spread."

The spa features seven treatment rooms (including one couples room), three manicure stations, two pedicure stations, and two





salon seats. A guest's typical relaxation ritual begins with a soothing cup of herbal tea, followed by a relaxing aromatherapy steam bath. Guests are then met by one of 14 expert service providers to maximize the treatment experience—from signature mani-pedis or facials, to Moroccan Rassoul and Desert Heat body wraps, or Swedish, Reflexology, Aromatherapy or LaStone massages. Guests—typically resort clients, as well as many locals—can complete their spa experience with a new hairstyle or make up application.

The calm, holistic design of the spa is complemented by an extensive range of treatments using hand-picked, naturally derived brands such as Pevonia, Jane Iredale, Zoya, and LaBiossthetique.

As of January, The Spa at Deerhurst's signature line of products and services now also features the soothing effects of locally harvested cranberries and honey, created in partnership with soap and bath emporium Soapstones Soap & Skincare Products, located in Huntsville. Soapstones developed the cranberry-honey line of products exclusively for Deerhurst.

"We are so happy to have a locally harvested and locally made product," says MacLennan, adding that customers love the subtle scent and luxurious feel of the cranberry-honey oils, lotions and scrubs, all of which are featured in the spa's signature body treatments and massages, and can be purchased for guests to take home.

MacLennan says the spa is now also extending its product offerings to include a teen line from Pevonia. Teen treatments include customized facials, back treatments and a Shine and Buff Manicure.

"These are our future customers. And increasingly we're hosting a lot more mothers and daughters. Young girls are starting their skincare routine and we want to be a part of that," she says.

The spa's specialized Signature Facials—skin repair, rosacea solution, caviar and pearl, and various peels, among other options—are by far the most popular treatments, says MacLennan.

"The nice thing about Pevonia products is that there are so many options—we can customize our menu to any client," she says. "And it fits in perfectly with our natural philosophy." ♦

**Size:** 3,000 square-feet

**Number of treatment rooms:** 7

**Staff:** 14

**Retail:** Pevonia, Jane Iredale, Zoya, LaBiossthetique and Soapstones

**Website:** [www.deerhurstresort.com/spa](http://www.deerhurstresort.com/spa)





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# 5 Minutes from Nature

Strøm Spa Nordique offers a unique thermal experience in a natural setting... only five minutes from downtown Montreal



Open since June 2009, Strøm Spa Nordique is the dream of young entrepreneurs Anne Joyal and Guillaume Lemoine, both holders of a Bachelor of Business Administration (B.A.A.) from HEC Montréal. It took them more than five years to bring this large-scale project to life.

As soon as you set foot in the spa, you're surrounded by nature. You could never tell that you could leave this place and be downtown Montreal in as few as five minutes. "It's the best place to enjoy a natural thermal experience without leaving the city," says Co-president Anne Joyal. "Nuns' Island is not as far as some people

think—not only is it only five minutes from downtown by car, but you can also easily come here with the city bus!"

Zen-like decor and a Scandinavian ambiance were chosen to reflect the spa's motto: nature, proximity, balance, privacy and relaxation. Modern, yet warm and

## ambiance | strom spa nordique

welcoming, the main building features large windows to soak in the various natural points of view. Renowned artists often exhibit at Strøm Spa Nordique, while Harricana recycled fur and solid wood tables play a warm decorative role throughout.

When choosing the total thermal experience, clients have access to the entire site: outdoor whirlpools and thermal waterfalls, Nordic bath, Finnish saunas, eucalyptus steam bath, indoor and outdoor relaxation areas with fireplaces, and a view of the lake.

"Some people aren't comfortable with the idea of a cold cycle in thermal therapy," says Joyal. "However, it's a vital part of the hot-cold-relaxation principle. Once you've tried it, you're hooked. Our cold baths and waterfalls are kept at an ideal temperature for the



season—heated during winter and cooled during summer—in order to supply the best thermal experience possible."

Various packages have been created to cater to clients' needs: memberships and packages for thermal baths and skincare, gifts certificates, corporate packages and special group rates. Massages and body wraps are done by professional therapists, and an on-site bistro supplies healthy snacks, tapas and high-quality beers.

According to Joyal, Strøm Spa Nordique strives to appeal to its clients by offering high-quality services in an easily accessible setting for city patrons.

Coming this summer: a massage platform on stilts by the lake. "We will offer outdoor massages nine months out of the year in a cozy shelter with an open sky view," says Joyal. "If this won't make you forget about your worries, I don't know what will!" ❖

**Opened:** 2009

**Size:** 12,000 square-feet

**Number of treatment rooms:** 12

**Staff:** 70

**Installations:** outdoor whirlpools, temperate and cold baths, Finnish saunas, eucalyptus steam bath, thermal and Nordic waterfalls, indoor and outdoor relaxation areas with fireplaces.

**Retail:** Eminence

**Website:** [www.stromspa.com](http://www.stromspa.com)



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# Hiring

Employees must possess the skills to wow your clients and must fit with the vision of the spa, too. Asking the right questions is key to finding the right people.



Many effective methods of gathering resumes from qualified candidates are free. Body Polish Receptionist Leah Stickel was hired as a referral while other employees were hired through Kijiji.

*The skilled estheticians and therapists who run your spa have as much effect on the ambiance of the environment as the building itself. Your staff must relate to the vision of the spa, the demographic you plan to cater to and the quality of service you will uphold. Staff must interact effectively not only with the clientele, but each other as well. Sometimes a massage therapist can look great on paper, but if they don't fit in with the rest of the staff they will bring an unpleasant energy to the spa that filters down to everybody else.*



This part of the Opening a Spa series, our fifth installment, will help you find the right employees by looking in the right places, asking the right questions and evaluating the way a potential worker will fit with the spa as a whole.

### Why pay for a job ad?

In the spa industry, the most effective methods of seeking out resumes from qualified candidates don't cost a dime.

"I use Kijiji, as do a lot of people in the spa industry," says Azriel White, Spa Director at Body Polish Day Spa in Edmonton. "When we post a job ad, we'll get a thousand hits easily. We had one up not long ago and generated more than 200 resumes for a single position, the majority of them quite qualified."

White will also foray into social media advertising, like that which is available through Facebook. However, this is not a primary source of potential candidates, as White receives weaker responses than she does through free online classifieds offered by Kijiji.

Mark Deans, Operations Manager at Deserving Thyme Lifespa in Vancouver, recommends some different, but still free, vehicles for the employee search.

"If we were looking for an esthetician, I may do a variety of things. I may ask people I know in the industry if they are aware of any estheticians looking for work, or I may approach my senior estheticians to ask if they have qualified friends," he says. "If a senior staff member is fully booked and has to pass off clients to another worker, it is in their interest that they trust the person they turn the client over to and they won't recommend somebody who doesn't fit into our model."

Deans would also post an ad on Craigslist, a free online classified advertisement network. "Craigslist, in our market, is the number-one posting vehicle. We have, in the past, taken out job postings that cost money, but really the trend today is to go with the various free opportunities out there," he explains.

Another option would be to approach local esthetic schools. Many graduating students seek work close to their current location so reaching out could net some quality spa staffers.

### Hiring new grads

"I am completely open to hiring new graduates. They need experience and they can often be shaped into what you want them to be in your spa. However, there is a drawback," warns



Deserving Thyme Lifespa often hires through referrals, Craigslist or beauty schools.

White. "They have a tendency to see the grass as being greener on the other side. Although they are great in terms of training, they do sometimes have that mentality that they could be getting more somewhere else."

New grads may also have a skewed idea of the workings of the industry. It is very unlikely that a new graduate will be fully booked doing facials immediately upon locking in employment and this is something that you, when interviewing, need to get a feel for. Is this individual comfortable with the fact that they will have to work at gaining a client base? If not, move to the next grad in line.

Find the right recent graduate and the spa can benefit from their presence.

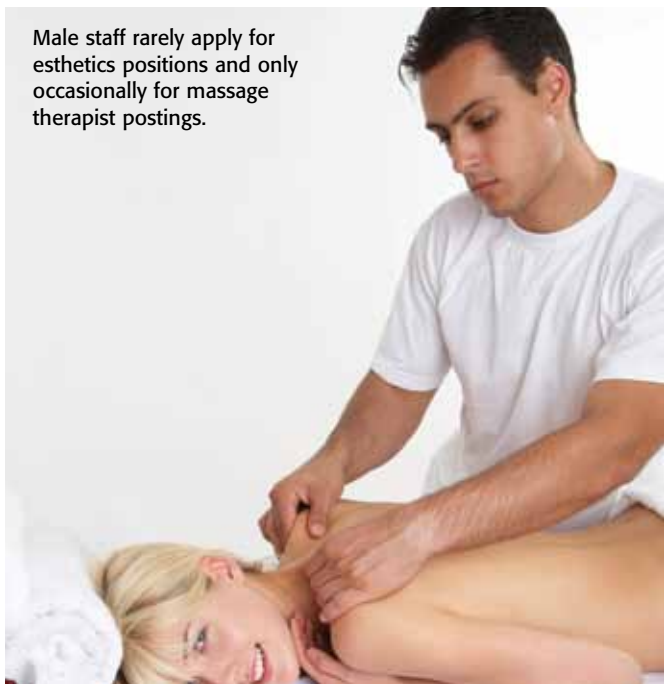
"As a new grad is being trained up on protocols, they can also have desk hours. They can provide an administrative function

to the spa," says Deans. "This gives them a better understanding of how the spa works overall, and why it's important to be detail-oriented in maintaining client files and all of the various administrative functions of the spa."

It is a good idea for a spa to maintain a steady stream of communication with local esthetic schools.

At Body Polish Day Spa, students from the European Institute of Esthetics visit for a day and shadow current employees. This gives students an opportunity to see how things work in the real world and it also creates a buzz around the school. This often results in a greater volume of applications when a job ad is placed.

Male staff rarely apply for esthetics positions and only occasionally for massage therapist postings.



Too many applications, however, can be a hassle when hiring. It takes time to go through paragraph after paragraph of histories and qualifications. A preliminary screening process can take place before you read a single word.

### The ad

When White placed an ad online recently, it was viewed 1,200 times. Fortunately for her e-mail inbox and index finger, the number of resumes received was significantly less than that. The number counted just over 200. This means that the advertisement identified specific qualifications or requirements that many of the people viewing it did not meet. They either saw they weren't quite the right fit for the job, or the job wasn't quite the right fit for them.

"You save yourself time by making a nicely worded ad. You're not going to be looking through loads of resumes from the wrong people," says White.

If you are looking for evening and weekend coverage but you fail to include that in the advertisement, there is a good chance that applications will be coming in from applicants looking to work only days. If you want a staffer with a particularly strong background in reflexology, but knowledge of hot stone massage and acupuncture, be sure to include all of those specifics rather than speaking in general terms such as "a varied background." If you have irregular operating hours, include that as well. Is public transportation available nearby? Are there any job perks? Any information that may help attract the right employee or deter somebody who might not fit should be included in an effective job ad.

### The interview process

"Let's say I receive 20 resumes," says Deans. "Of those, I may have a meeting with 10 over the phone. Then I may meet eight face-to-face, and take that down to two or three applicants before deciding on one."

## Hiring Male Staff

Male staff is a rarity in the spa industry. Most spas keep no male workers because the demand for their services is notably less than for female workers in most locations.

In the years that Body Polish Day Spa has been open, there have been no applications from male estheticians and only three or four have applied for massage therapist positions.

"Clients aren't always comfortable with a male spa worker, and the men tend to have a harder time gaining and building clientele here," says Azriel White, Spa Director at Body Polish Day Spa.

Mark Deans has been Operations Manager at Deserving Thyme Lifespa for two years, and in that time has seen one request from a client for a male esthetician.

This isn't to say that hiring a male worker would be a bad choice.

"It may change the dynamic in the spa for the better," says White.

If you're in the right location and your client base could potentially be receptive to a male employee in the spa, take a chance and it might pay off.





Ask what they liked about their previous job and what they didn't like.

"I guarantee they will be able to come up with an answer, an honest one," White says. "The answer can help you find out more as to what they're looking for in a job."

You may also want to know what their long-term and short-term goals are, and whether or not they have maintained any relationships after leaving previous jobs. It may also be beneficial to ask seemingly random questions, to see how well a potential employee can think on their feet. How many hours do you sleep on a regular night? Have you read any good books lately or seen any good movies? Is there anywhere in the world that you're hoping to travel? When was the last time you were frightened? These questions can give an idea as to how they may interact with new clients, helping you decide whether or not they fit with the spa.

Many candidates may fit the bill on paper, but through the interview process you need to determine those who fit or don't fit in other ways.

Questions to ask during the interview should be derived from the resume of the applicant, says Deans.

### Where to Look

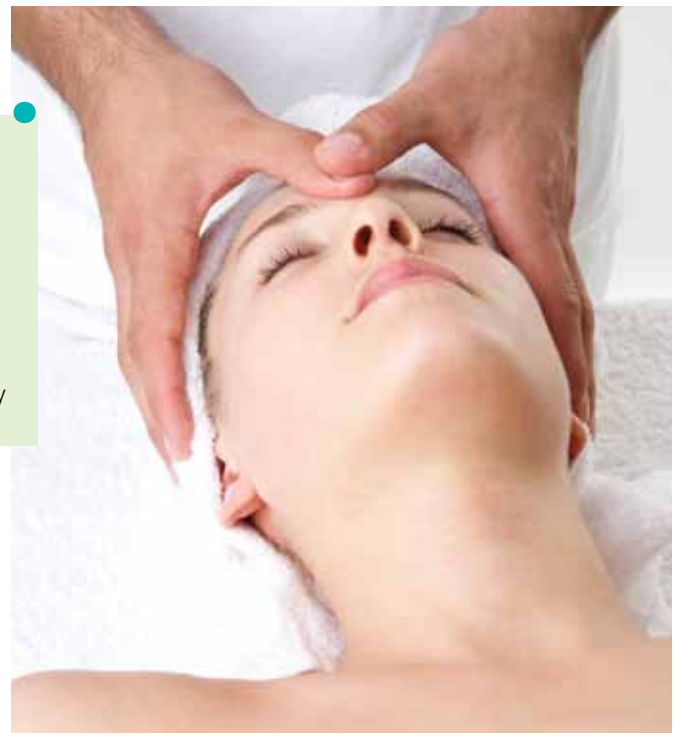
- Craigslist
- Kijiji
- Facebook
- Industry contacts
- Current employees
- Esthetic schools
- Colleges of massage therapy

What is the breadth of knowledge the applicant possesses and how long have they been doing these treatments? What has led them to spend more time on particular treatments? If they have moved around a lot from location to location, why is that?

"You don't want to train a treatment provider on your protocols and then have them leave once you've spent that time. Asking questions that come from the resume helps flesh out their objectives and see if that meets with the objective of your spa," Deans says.

Ask them what service categories they feel they excel in, regardless of what the bulk of their experience is in; ask what their retention rate is; the rate of sale from treatment to retail; and what kind of work environments they excel most effectively in.

"If they are currently employed elsewhere, ask them why they want to leave that job," says White.



### The next step

Once you have gone through the first set of interviews, you can break the group of potentials down to just a few.

"From there, they would come in and do a service on a senior esthetician, something like a pedicure or some type of nail service," says Deans.

This helps you to get a feel for their technique and how they settle in to the environment, as well as giving the applicant an

opportunity to have dialogue with a more experienced esthetician.

"I can get feedback from my staff, and it may reveal something that I hadn't considered. I may read into something with an individual and it would be entirely different from how the esthetician feels," Deans explains.

After much deliberation, the decision is made. It is important to get in touch with the applicants who were brought in for the final stage of interviews, and even those who were brought in for face-to-face interviews, to let them know that the job has been filled. This is good for the reputation of your spa, and helps maintain positive relations with other workers who may have been just slightly edged out, but may be a better fit as time goes on. It is wise to keep the resumes of any applicants who stood out.

It is standard practice to put any new employees on a probationary contract. Three months is a standard period.

"In that amount of time you can get a good understanding of what the employee is all about. During this time you're looking at

attendance, skills, client comments on departure and how they operate in the spa," says Deans.

Details are important. If your spa is meticulous about the dressing of the beds and the new candidate can't or won't make the effort to meet that high standard over a period of three months, they won't be able to meet the standard at all. During those three months, the employee should do everything they can to prove that they are the person for the job.

As the probation period ends, so does the hiring process. You've navigated through the dense forest of applicants and found the tallest tree.

"There may be plenty of people out there who have great resumes, so what it comes down to is the attitude, demeanor and personality," says Deans. "You can find that person who is the right fit for your spa by asking the right questions, and that person can play a big part in making your spa successful." ♦

**Coming next issue**  
**Part 6: Establishing spa protocols**

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# Bringing the Vision

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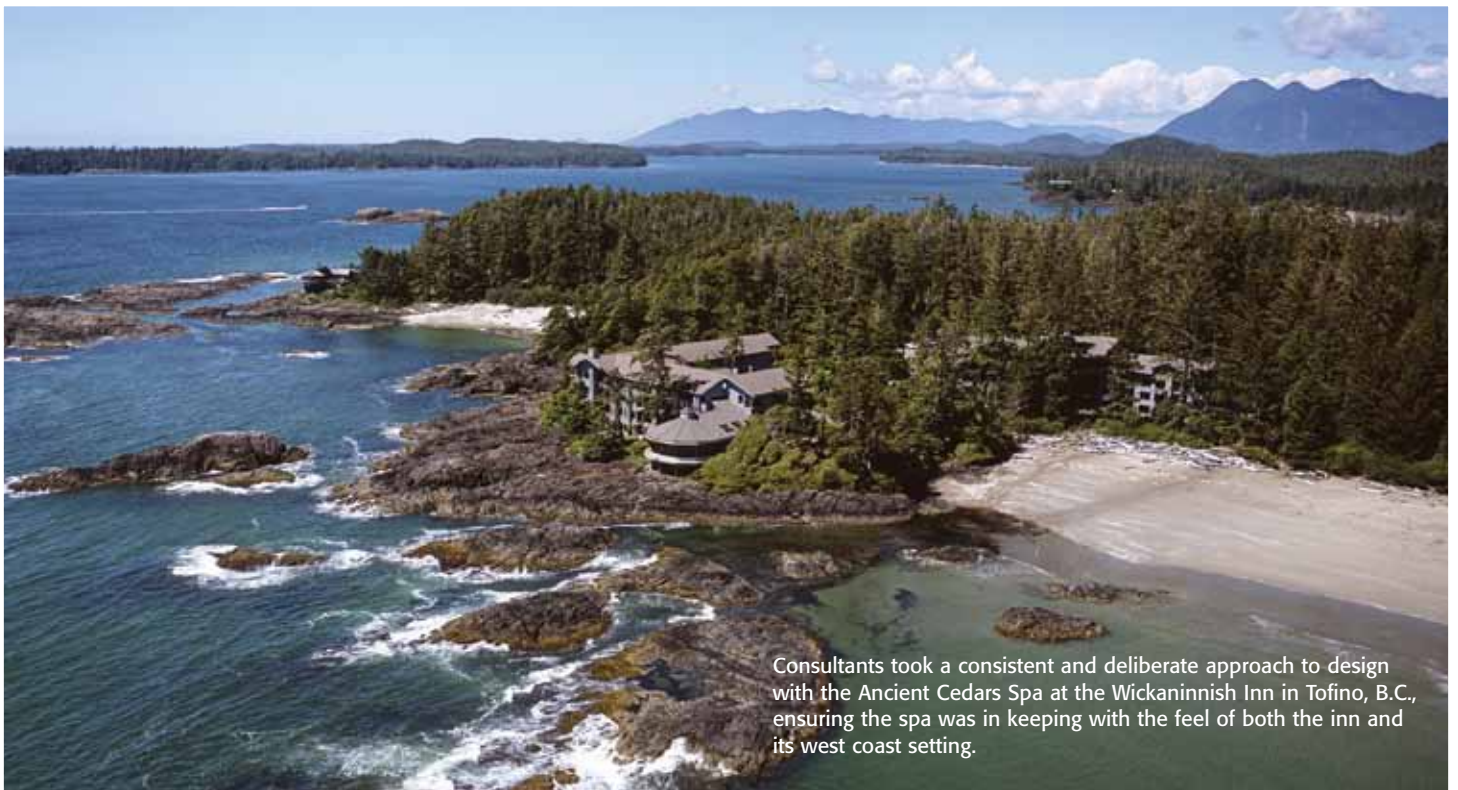
**T**he exterior of your spa may be one of the most important factors in drawing clients in to the spa, but keeping them inside, and coming back for more, is a different task altogether. As soon as they walk through the door, a client is passing judgment on whether or not your spa could be their go-to for esthetic treatments and relaxation.

Has the interior of the spa been designed in such a way as to create a feeling of calm and welcoming while still appearing clean and professional? There are endless possibilities for the interior of the spa, but in order to have the most effective design, each design element must fit two criteria. It must be deliberate and appropriate, according to experts. Each design choice must be made for a specific reason. Why are you purchasing that light fixture? Why choose that colour of paint? An accent isn't placed in a location because the accent was leftover and needed

somewhere to be. Rather, an area needs an accent and you set out to find precisely what it needs. Appropriate design elements fit with the image of the spa. If your spa were designed with an Asian theme, would you add leopard print flooring?

One spa that has made consistently deliberate and appropriate design choices is Ancient Cedars Spa at the Wickaninnish Inn in Tofino, British Columbia. With the help of Vancouver-based BBA Design Consultants Inc., Ancient Cedars has evolved to become a prime example of spa design done right.

"There were two aspects to our overall design choice when building the spa," says Charles McDiarmid, Owner of the Wickaninnish Inn. "It was important that the spa keep with the theme and feel of the west coast setting as well as the rest of the inn, so as to not create a design contrast."



Consultants took a consistent and deliberate approach to design with the Ancient Cedars Spa at the Wickaninnish Inn in Tofino, B.C., ensuring the spa was in keeping with the feel of both the inn and its west coast setting.

# to Life



At the same time, McDiarmid wanted the spa to be unlike any other space at the inn.

"When you're coming into the spa, it's a totally unique setting," he explains.

The feeling, says Sharon Bortolotto, Founder of BBA, was to be much like the landscape surrounding the building. "It was meant to be healing, organic and very back-to-nature," she says.

The problem, however, was that the spa space had low ceilings. It felt confined, dark and uncomfortable. To address this specific issue, the choice was made to panel the roof with Douglas Fir.

"It then felt cozy and intimate as opposed to dank. A negative became a positive through creative design," says Bortolotto.

Not only was this choice of material appropriate as it was harvested locally, appears in various uses throughout the inn and Douglas Fir trees surround the spa, but the natural colour of the wood fits, in combination with proper use of light, with the warm and welcoming objective of the spa.

Lighting is a design element that can have a significant impact on how the accents and colours in the spa are received.

"Lights are a specific choice, they highlight certain areas and each is placed with a use in mind," says Bortolotto.

"If you're going to use wood," McDiarmid adds, "you might as well set up lighting in a way that people can appreciate the look and feel of the surfaces."

Lights were also placed to highlight greenery placed throughout the spa, enhancing the presence of nature and adding further texture to the wood surfaces throughout the spa.

## **Bringing the outdoors in**

Incorporating wood in the spa design is not the only way of bringing nature inside.

"We're on the margin between the old growth forest and the open ocean, so we bring in elements of the sea in addition to the elements of land to emphasize those aspects of our setting," says McDiarmid.



Sand from the nearby beach was brought in to increase the presence of nature in the retail area. Unobtrusive acrylic columns were constructed to house the sand, fading into the spa decor seamlessly.

Most windows at the spa are large and often uncovered, framed in soft white drapes that still let much sun through, or wooden blinds that don't fully close. Stone from the surrounding shore and forest also enhances the natural setting.

"Most recently, we removed the ceramic tile from the mens' and ladies' lounges and replaced it with stone. The ceramic wasn't quite in keeping with the theme of the spa," says McDiarmid. The choice to include blue glass tiles throughout the lounges was also deliberate, symbolizing the ocean, as is the use of blue flower pots on the patio surrounding the spa.

"Every detail is important with the design; the details are what make the spa special," McDiarmid says.



"When it proved itself, the decision was made to build a free-standing building overlooking the ocean," she says.

The Cedar Sanctuary was built to emulate the ambience of the main spa. The colour scheme, presence of nature and all touches present in the main building extended to this new space.

"Typically, we try to stick to one theme throughout a facility," explains Bortolotto.

The idea of creating differently themed rooms throughout your spa may work with your target demographic, but generally the best approach is to create a uniform flow.

In 2004, when Ancient Cedars created Rainforest Haven out of a repurposed hotel room, the theme of the spa flowed across the exterior space and into this separate building as well.

"We used local driftwood to craft a staircase that spirals from the ground up," says Moore.

"We want everything to be unique and interesting, yet maintain the flow of the spa. This is why we built the spiraling staircase," says McDiarmid.

### Enlist professional help

None of the design choices Ancient Cedars has made through the years have been made without professional consultation.

One choice that doesn't fit with the rest of the spa or one that isn't made with complete specificity can throw off the entire feel you've been working to create.

"Our spa has evolved with our design consultants from the very beginning," says McDiarmid. "We're not running off and doing this on our own, turning the spa into a patchwork quilt. Our ideas go through BBA and they make sure what we're doing fits with what's already there." ♦



### Taking the indoors out

Design choices should not be made hastily.

"When the demand for side-by-side treatments began to grow, we erected a tent out on the rocks to test the waters and see if it would be as popular as it was shaping up to be," says Miranda Moore, Spa Director at Ancient Cedars.



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# Feeling the Burn

## Summer is an opportunity to educate clients and heal sun-damaged skin

There's nothing like a nice summer day spent in the sun. People love lounging around the beach or the pool, puttering around the yard or washing the car when the rays are filtering down from the sky. The result of a day like this can be painful skin damage for which a client will seek out the spa as a source of relief. The sun can do a lot of bad to our skin and as a spa worker it is important to know how to minimize and treat these effects in order to keep the skin looking young, and how to recognize when damage needs attention from a medical professional.

### Products that Fight Back

Teach clients to protect and replenish the skin after a long day in the elements.



The Brightening Serum from **Scientific** utilizes unique botanical extracts from the Swiss Alps that help minimize the appearance of skin discoloration and spots, creating a more even skin tone and brighter complexion.

Dynamic Skin Recovery SPF30 daily moisturizer from **Dermalogica** encourages firmness, elasticity and hydration while helping to defend against the primary causes of skin aging.



Formulated to effectively deliver proven benefits while preventing the signs of premature aging, Serum C+ Infusion from **Kerstin Florian** accelerates the elimination of photodamage, evens out skin tone and moisturizes.



**Murad's** Active Radiance Serum is a high-performance formula that smoothes skin to restore youthful texture and tone, reverses hyper-pigmentation and firms skin dramatically—up to 63 per cent in 15 minutes.



The new Deco Anti-Aging collection from **ObeyYourBody** is packed with naturally active goodies for intensive skincare. The four-piece line contains regenerating Dead Sea minerals, moisturizers, vitamins, herbal complexes and ObeyYourBody's new anti-aging ingredient Decorinyl, which promotes denser tissue.



Designed for women over the age of 25, Age Intervention Face Cream from **Jan Marini** addresses the appearance of aging skin changes due to shifting hormonal levels and changes due to cumulative sun exposure. It revitalizes and restores the appearance of youthful suppleness and elasticity and boosts the skin's ability to repair damage.

### Creating a barrier

"The problem is that when most people think of sun damage, they think of putting on a sunscreen," says Dr. Howard Murad, Dermatologist and Founder of Murad Skincare. Of course, it is important to maintain the barrier of the skin with products that deter the sun—sunscreens that are both UVA and UVB protective—but many other factors must be considered when using and recommending products to clients.

"Sun exposure causes damage and premature aging, but things like smoking, pollution and stress also chew up the skin and make it disorganized at a microscopic level," explains Dr. Kenneth Beer, Founder of ScientificSkin.com, an online skin retailer that formulates and sells skincare products. He recommends products that contain ingredients like retinol, green tea and glycolic acid—



ingredients that not only return moisture to the damaged cells, but help the cells repair themselves as well.

All of the creams and serums and sunscreens on the market work hard, and often effectively when applied correctly, to protect the epidermis. However, this outer layer of the skin comprises only 20 per cent of our entire skin mass. That leaves the dermis, accounting for the remaining 80 per cent, in need of a separate regimen.

### Eat to live

"Probably five per cent of the people out there think about what they put into their body as something to protect the skin," explains Murad. "Spa workers need to educate the client. Their job is to make the skin as healthy as possible and having a healthy body means having healthy skin."

Nutrition, he says, is something that a spa worker needs to be educated in. Clients should be directed to consume healthy foods that are high in antioxidants. Colourful fruits and vegetables that are good for the body as a whole provide everything the dermis needs to recover from sun damage and are a better source of hydration than even water. Fruits such as pomegranates and goji berries are particularly good sources of post-sun recovery nutrients.

Regardless of the care taken, it is possible that the sun will do severe damage to the skin of a client. It is the duty of the spa worker, who can often have a more intimate knowledge of clients' bodies than clients themselves, to report any warning signs to the client and refer

them to a dermatologist for further care.

### Warning signs

"Little pink or red scaly bumps are one of the signs that would indicate something wrong with the skin," says Beer. Irregular brown spots with jagged or fuzzy borders could be melanoma, the most serious type of skin cancer.

"Since the esthetician is seeing a lot of skin, they know what looks normal and what looks funny. Anything that looks even slightly off should lead them to refer the client to a dermatologist," says Murad.

Beer recommends spas maintain a relationship with a local dermatologist. This relationship will be mutually beneficial.

It is also recommended that spas continually search for new products to deal with sun damage and premature aging of the skin. The science behind these products continues to advance, and the spa should seek to provide the best possible skin care solutions—both proactive and reactive—to clients.

"If you're trying to fix the skin, you also want to avoid increasing the damage," says Beer.

"A total regimen that includes putting a cream on the skin, with a good SPF rating, and proper nutrition will really make a dramatic change in the way the sun affects the skin," Murad adds. ♦



The Nu-Derm system from **Obagi** triggers a "therapeutic cascade" of actions that pushes fresh cells to the surface, resulting in smoother skin, reduced wrinkles and increased tolerance. It reduces mottled pigmentation (freckles and age spots) and helps prevent the appearance of new pigmentation; and helps increase collagen and elastin for firmer, more resilient-looking skin.



The African Red Tea collection from **Ole Henriksen** is a new line of anti-aging skincare products infused with African Red Tea, a powerful antioxidant that strengthens the skin's immune mantle and slows the aging process while calming and soothing the skin.



Masque No. 1 is an overnight treatment from **Yon-Ka** with a time-released formula to treat dryness and dehydration. It offers intense moisture to leave skin fully hydrated, smooth, plumped and repaired. Its formula brings about intense, long-lasting moisture, so the longer you leave the mask on, the more hydrated your skin will be.

**PCASkin**'s rejuvenating serum stimulates cell proliferation and aids in skin renewal. Advanced botanicals and other actives prevent water loss from cells, helping to keep skin firm, smooth and protected from damaging free radicals. It is particularly effective for aging skin and those with compromised skin function.

# Prenatal Pampering



When you're expecting a baby, a massage or other spa treatment can soothe tired muscles and invigorate the body and spirit. For women who are avid spa-goers or not, pregnancy offers the perfect opportunity for pampering.

Many spas have incorporated one or more prenatal treatments into their spa menus, but the newest trend is to offer expectant mothers a spa all to themselves. This is a great targeted marketing opportunity for the spas, and it sets the guests' minds at ease knowing that they are being treated by professionals aware of the dos and don'ts for pregnant customers.

At Sweet Momma Spa in Edmonton, the focus is on these ladies where the philosophy is that at this special time in their lives, they deserve more attention than ever before.

Owner Jolene Ali says she loves spas and always wanted to work in the area of women's health. She also saw a need. "It was a simple idea that women who are pregnant really need some place where they can go where they can totally relax because they are more stressed than normal, their bodies are changing and they're getting new aches and pains."

A food scientist by training, Ali has also developed her own line of supplements, formulated and manufactured in B.C.

Whether it's the Blossoming Belly—Hydrating Belly Treatment, a specialized

treatment to ease the discomforts of tight, stretching and sometimes itchy skin during pregnancy (which involves a signature, nine-step custom treatment of intense moisturization, complete with a fruit and chocolate hydrating body mask), or the Induction Massage to relax and calm the body, ease tensions, reduce stress and aid in stimulating hormones and trigger labour induction, the comfortable environment, relaxing atmosphere, and certified, professional staff help guests escape the trials of pregnancy and unwind, indulge, and realize the joys of becoming a "Sweet Momma."

Across the country, Nilla Petta opened Sunny Mummy in Toronto after having her daughter, Soleil. A friendly, casual environment, Sunny Mummy includes on-site childcare in the cost of services. Guests with children may drop them off with the spa's ECE-educated staff and relax and enjoy their treatments. Nursing moms are easily accommodated as well.

Sunny Mummy specializes in prenatal massages, Petta says. "It makes the pregnancy much easier, it makes the expansion of the muscles and the joints easier, and it makes the delivery easier."

Both spas rely on word-of-mouth to spread the word, however, Ali also uses community outreach very effectively. She offers free baby massage classes before the prenatal aqua class at the local YMCA, for example.

"It gives us an opportunity to meet with moms and give them brochures and a coupon without having to come in," she says. "Almost 100 per cent come with the coupon and if the husbands are there, they will come and buy gift cards. It's really inexpensive for us to market that way and it's very effective."

Aside from building her client base, this offers Ali an indirect opportunity to solicit feedback from moms.

"Initially when we opened, there were a couple of things we didn't offer and one was waxing. It turns out



At Edmonton's Sweet Momma, certified staff help guests escape the trials of pregnancy so they can relax and indulge, and realize the joys of being pregnant.

### Services to Avoid

- Heat-based services such as hot stones, shiatsu, sauna, steam room, hot tub, body wraps
- Deep pressure massages
- Some ingredients such as iodine (found in some seaweeds) and essential oils such as cedar wood, camomile, eucalyptus, clary sage, juniper, rosemary and frankincense



### Questions to Ask

- What is your expected due date?
- Are you having any complications right now like pregnancy diabetes, high blood pressure, low blood pressure, etc.?
- Is there anything that's affecting your health in any way?

women really love getting waxed and so we've become specialized in doing pregnancy bikini waxing and we have several different types. We have the technique down so we can do it quickly, effectively and comfortably."

Looking ahead, Ali has developed a line of creams and other products that she expects to start rolling out in the next six months. She's also looking to expand the spa's reach nationally and even into the U.S. through a franchising model.

"What we feel we do is adding to people's comfort and happiness, and we think other people should have that opportunity as well."

In the end, Ali hopes franchising will give her a chance to pull back and find the time to become a mom herself. ❖



On-site childcare is included in the cost of services at Toronto's Sunny Mummy.





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“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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# Luscious Lashes

**E**yelash growth and eyelash conditioner products have hit both the professional and consumer markets in the past few years in order to offer a solution for unhealthy lashes and brows. These products usually promise fuller, healthier and longer-looking lashes within weeks and cost \$150 (U.S.) per tube, on average.



As with any other type of hair, aging weakens the structure and lifespan of eyebrows and eyelashes. However, there are other reasons why one's lashes and brows become brittle, dry and weak: Prolonged use of mascara and/or eyelash curlers, going to sleep wearing makeup, and chemotherapy, can all damage natural lashes. As for brow hair, frequent plucking or tweezing may result in long-term deterioration of the hair follicles.

Many women are also using these products to simply enhance the look of their lashes naturally, without the application of false lashes.

One product, by ophthalmologist Dr. Michael Brinkenhoff, was created to offer his wife a solution to her once beautiful eyelashes left sparse and fragile due to chemotherapy treatments. Called RevitaLash, this professional eyelash conditioner requires a daily application to the base of the lashes at bedtime. Results are expected after three to 10 weeks, then an application two to three times a week is required for maintenance. Each tube should last approximately three to five months.



**Eyelash growth and conditioner products, which promise full, healthy and longer lashes in weeks, are growing in professional and consumer markets.**

"Our customers are often amazed that, usually within just three to six weeks, their eyelashes appear remarkably longer, thicker and fuller," says Brinkenhoff. "RevitaLash was scientifically formulated to safely and consistently enhance the beauty of natural eyelashes and we have a more than three-year track record, the longest in the industry, to back it up. We are proud that our RevitaLash products are now recommended by estheticians, makeup artists and celebrities around the world."

Another professional eyelash treatment is called neuLash. Made with a combination of amino and fatty acids that help rejuvenate and replenish eyelashes as well as eyebrows, it is also to be used once daily, on the base of the upper and lower lashes, before bedtime.

"There are two significant things that make neuLash different," says Chris Kolodziejski, President of Mosaic Marketing Partners, LLC. "First, it was created by a company with over 35 years of cosmetic formulation experience that skillfully combined over 15 different ingredients that work synergistically together to enable neuLash to be the most safe and effective lash conditioner on the market. Second, as a company in conjunction with our spa partners, we adhere to the philosophy of prestige-restricted distribution to only the finest spas, resorts and retail stores possible, making it truly special to have neuLash for sale."

Renowned skincare manufacturer Jan Marini now also offers an eyelash enhancer called Marini Lash.

"Marini Lash truly is the next-generation eyelash conditioner," says Jan Marini, President and CEO of Jan Marini Skin Research, Inc. "Five years ago I pioneered the category with the first prostaglandin-based product that produced great results. But there was a need for an eyelash enhancement solution that produced the appearance of longer, fuller, more natural eyelashes without the side effects seen with prostaglandin eyelash conditioners. Marini Lash combines a unique proprietary peptide with other stimulating factors that give the appearance of extraordinary lash enhancement."



One eyelash conditioner claims to promote the appearance of longer, thicker, fuller eyelashes in as little as one week. MD Lash Factor was formulated by Dr. Susan F. Lin, a scalp hair regeneration researcher. Specific cytokines and antioxidants were discovered to benefit the scalp, eyelashes and eyebrows without using drugs or prostaglandin analogues. This product has received a lot of media review, including "O" *The Oprah Magazine*.

You will find several other brands of eyelash conditioners for the consumer market, claiming more or less the same advantages as professional products. The goal, as a beauty professional, is to ensure that you get to know these products well enough—and maybe offer a good professional brand at your spa—so that you are able to give advice to your clients regarding products and ingredients that will help eyebrows and eyelashes rejuvenate without hurting or irritating the eyes. ❖

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by Joanne Brouard Corbeil



**Designer:** 3.1 Phillip Lim

Nail professional Angi Wingle created an uptown Debbie Harry manicure using peachy pink Creamy Cameo, paired with Gold Chrome French pedicure tips on toes.



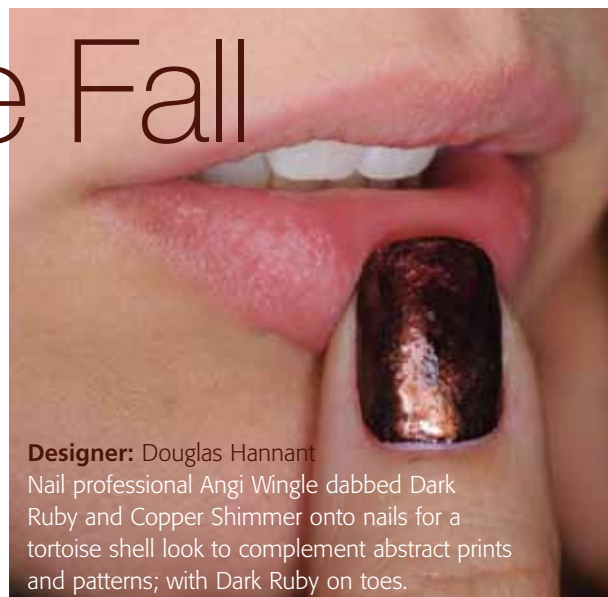
**Designer:** L.A.M.B.

Nail professional Roxanne Valinoti did Dark Ruby with two coats of Super Shiny Top Coat for a 30s-inspired urban glam liquid finish on a short nail to match lips and sultry dark eyes.

# Femme of the Fall

**B**ack in February, CND created nail styles for many of the top fashion designers at New York's 2010 Fall Fashion Week. Co-founder and Style Director Jan Arnold even blogged live from backstage at some of the hottest fashion shows, to describe fall nail trends.

Femme fatale manicures will take on a masculine edge this fall by going shorter and more square. The classic dark nail will be rich red, and the modern look will be a range of heathered mushrooms, greys and browns. At the opposite end of the spectrum, the new "clean manicure" will be a sheer bone. These fall shades will be best paired with a SuperMatte topcoat for a fresh finish.



**Designer:** Douglas Hannant

Nail professional Angi Wingle dabbed Dark Ruby and Copper Shimmer onto nails for a tortoise shell look to complement abstract prints and patterns; with Dark Ruby on toes.





**Designer:** Malandrino  
Nail professional Angi Wingle created a bark-hued, leather-like manicure with Dark Ruby layered with Copper Shimmer and topped with Super Matte.



**Designer:** Behnaz Sarafpour  
Nail professional Roxanne Valinoti used Desert Suede finished with SuperMatte for a cashmere manicure to accessorize luxurious menswear fabrics, soft curly hair and buff, bronze makeup.



**Designer:** The Blonds  
Nail professional Kristina Estabrooks created custom jungle fever manicures using Scarlet Letter, Blackjack and Brilliant White, topped with crushed glass and lots of glitter for wild nails to go with safari animal-inspired makeup.



**Designer:** Monique Lhuillier  
Nail professional Angi Wingle created a high-shine molten manicure using Rouge Red to harmonize with China doll porcelain skin and velvet red lips.



**Designer:** Rag & Bone  
Nail professional Roxanne Valinoti created an androgynous, menswear-inspired manicure with Asphalt and Super Matte for a gorgeous heather grey.

**Designer:** Ruffian  
Nail professional Angi Wingle created a lunar eclipse manicure of Inkwell topped with Super Matte and edged with a platinum metallic Gold Chrome moon to match cosmic, ethereal makeup and hair.





## Greetings, via Webinar

The International Pedicure Association offers free monthly educational webinars to its members. The May webinar: The IPA Explained—Just What is the International Pedicure Association, was open to the entire esthetics industry.

"When potential members find out the steps we will take to help them and what we actually do offer and stand for—they understand why we exist and are very happy to join," says Linda Bond, Executive Director. "This was my inaugural attempt at presenting a webinar and I was quite happy with the results."

With excerpts of several past webinars, including Infection Control—How Clean is Clean, Customer Service on Client Retention, Tips on the Male Client and Branding your Salon—attendees were treated to much information about the goals of the organization and its capacity for education.

"In the future, I would like to see this presentation as a link that anyone can experience with a click of the mouse. I will be updating and repeating this webinar often," says Bond.

[www.pedicureassociation.org](http://www.pedicureassociation.org)



## An Educational Experience



Left to right—Nolene Nieuwenhuis, CEO, Bio Sculpture Canada; Dominique Dahan, Spa Avanti, Quebec; Vanessa Venter, Head Educator, Bio Sculpture International; Josee Mireault, Bio Sculpture Quebec Representative.

South Africa's Vanessa Venter, Bio Sculpture's head international educator, traveled to Canada to speak at the Bio Sculpture Business Luncheon on April 21. At the Burlington Convention Centre, Venter spoke to a group of more than 100 nail technicians, estheticians, salon owners, beauty school students and instructors on the latest and greatest from Bio

Sculpture. After visiting 17 countries in six months, Venter was keen to engage the Canadian community with tips for using Bio Sculpture's new treatment gels and spa range to achieve the best possible results.

Attendees were treated to a demonstration of gel nail application, a discussion on the importance of education, and a Q&A before enjoying a buffet lunch on their host.

"Vanessa Venter beautifully demonstrated Bio Sculpture's new customizable gels and top of the line spa range. The atmosphere and the people really made this day a great success for us," says Bio Sculpture CEO, Nolene Nieuwenhuis.

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## Keeping the Program Fresh

The freshly restructured CND Global Education Program creates a clear path to career success for nail professionals of all levels. Built on four levels, classes are designed to provide a solid foundation for a successful well-rounded career via hands-on instruction and interactive learning in nail knowledge, trends and business skills.

Level one provides introductory education for the novice student.

Level two focuses on skills-building education.

Level three is for the seasoned nail professional to master their skills and earn certification as a CND Master.

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[www.cnd.com](http://www.cnd.com)





**OPI** wants spas to pamper clients with the newest flavour of manicure/pedicure—Royal Verbena. Inspired by the blossoming verbena plant with its crisp, green aroma and filled with the extracts of soothing botanicals and revitalizing citrus, Royal Verbena is a luxury spa service. The line contains a scrub, mask and massage lotion.

Info: 800 341-9999 / [www.opi.com](http://www.opi.com)

**LCN** recently launched its new French Deluxe Display and formula for the summer. The French look stands for timeless natural elegance. The finest quality ingredients including white truffles and caviar ensure the deluxe effect. White truffles have a hydrating, strengthening and reinforcing effect, whereas precious caviar nourishes the nail when applying the polish. Display contains three of each plus one tester (-FD1) beige, (-FD2) white, (-FD3) rose, (-FD4) glitter-beige, (-FD5) glitter-white, (-FD6) glitter-rose.

Info: 800 557-3223 / [www.lcn.ca](http://www.lcn.ca)



**ORLY's** Nailtrition is a must-have for reformed nail-biters, ex-acrylic junkies and those with peeling or splitting nails. Just in time to defeat the damage done by winter's harsh weather, this nail strengthening and growth treatment uses a natural mineral complex to reverse nail damage. Nailtrition contains bamboo extract, calcium, iron, and other strengthening ingredients, giving users a healthy nail base.

Info: 866 647-4100 /

[www.orybeauty.com](http://www.orybeauty.com)



**China Glaze** introduces its Vintage Vixen collection, capturing the vivid and saturated hues of the 1940s. These classic shades of the season recreate the timeless tableau of movieland mystique, perfect red pouts and steamy nights where swing was the scene. Step out with these multi-faceted jewel tones, rich reds, titillating taupes and smoldering sands. This collection delivers high-octane 40s-era glamour with a sophisticated edge.

Info: 888 387-7960 / [www.chinaglaze.com](http://www.chinaglaze.com)



**Bio Sculpture** brings a brand new spa line of eight products to the market including: Potpourri Aqua Soak, Potpourri Salt Scrub, Apricot Kernel Scrub, Mint Mask, Hand & Body Butter, Heel Balm, Hand Cream and Cuticle Cream. Products work well together or separately in spa treatments and at home. For example, use Potpourri Aqua Soak in the manicure bowl or foot spa and envelop clients in a warm shade of blue and the softness of white satin. Use the Hand & Body Butter for the massage after the overlay and in all mani and pedi treatments.

Info: 877 424-6435 /

[www.biosculpturenails.com](http://www.biosculpturenails.com)





**Vivescence** recommends Optima-D to fight the signs of aging around the lips. The cream is soft and light, penetrating the skin quickly without leaving behind a greasy film and making it perfect for sensitive skin. Make Optima-D part of a regular anti-aging regimen to restructure and smooth the lip contour, reduce fine lines and wrinkles, replump the lips and provide intense hydration.

Info: 800 361-3004 /

[www.vivescence.com](http://www.vivescence.com)



**Institut' DERMed** expands its product options to include a newly designed Cellulite Rx Contour Body Wrap. Cellulite Rx uses Qusome, a patented liposome delivery system that enhances penetration of active fat-burning and skin-firming ingredients. Additionally, Glycolic Acid, LipoTherm and LipoLift are applied in a three-step process including a wrap and massage procedure to exfoliate, firm and tone.

Info: 770 454-7788 / [www.idermedblog.com](http://www.idermedblog.com)



**Laboratoire Dr Renaud** introduces its Omega-3 Lipid Replenishing Serum, the "must-have" rescuer for dry and sensitive skin. Rich in essential fatty acids and anti-oxidants, this ultra-comforting, supercharged concentrate provides instant and long-lasting relief for sensitive, irritated skin. The secret is Inca Inchi Oil. Derived from organic agriculture, this precious oil is an Amazonian plant known by local people for thousands of years.

Info: 800 361-0352 /

[www.ldrenaud.com](http://www.ldrenaud.com)



**Mary Cohr** premieres Ecobiology Soft Cleansing Foam, featuring 100 per cent natural ingredients, no parabens and no GMOs. It gently cleanses the skin with a comfort-restoring cleansing agent with cotton oil derivative, boosts the skin's natural defenses with bio ecolia and moisturizes the skin with aloe vera extract.

Info: 888 458-4545 /

[www.baronesse.com](http://www.baronesse.com)





**Alessandro's** Fresh Up lipstick tempts lips with a kick of freshness. Lips feel fresh and cool thanks to mint extracts and colour that lasts extra long. A sun protection factor (SPF) of 15 means lips won't dry out and crack after an hour in the sun. Take it up a notch by adding Fresh Up Lip Gloss, with mint extracts and SPF 6.

Info: 888 458-4545 / [www.baronesse.com](http://www.baronesse.com)



**Luzern Laboratories** makes its debut in the Canadian market with a hybrid of medical-grade actives and Bio-Swiss certified extracts blended to perfection. These products contain an average of 80 per cent bio-active ingredients. Luzern products are non-chemical, pure, skin-compatible and environmentally responsible.

Info: 888 458-4545 / [www.baronesse.com](http://www.baronesse.com)



Orchydra Night from **Fleur's** is a silky cream that delicately moisturizes and nourishes even the driest skin throughout the night. In the morning, wake up to a radiant complexion thanks to lily, lychee, mango, orchid, shea butter and sweet almond.

Info: 514 636-2244 / [www.stalgroup.com](http://www.stalgroup.com)

**Yon-Ka Paris** unveils Ambre, a new massage oil candle made from exotic botanical butters and essential oils. Ambre melts into a warm ointment, not a wax, to be used for massaging the body. It is made from 100 per cent natural ingredients and leaves skin silky. It is sold as a retail product to spa customers, as well as a back bar version for massaging the hands, arms and feet.

Info: 800 361-1263 / [www.yonka.com/anglais/index-ang.asp](http://www.yonka.com/anglais/index-ang.asp)





## Canadian Skills Competition

Skills Canada, in partnership with Skills Canada Ontario, hosted the 16th Canadian Skills Competition at RIM Park and the Waterloo Memorial Sports Complex in Waterloo, Ontario, from May 20-23.

Throughout the four-day event, which included two days of competition, more than 550 students from 13 provinces/territories provided spectators and media an opportunity to photograph their skills up close. In all, 40 disciplines, including hairstyling and esthetics, were showcased on more than 325,000 square-feet of competition space.

Skills/Compétences Canada was founded in 1989 as a national, not-for-profit organization that works with employers, educators, labour groups and governments to promote skilled trades and technology careers among Canadian youth. For more information, visit [www.skillscanada.com](http://www.skillscanada.com).

## And the Winner Is...



Congratulations go to Dianna Cairns, Owner of Polish Day Spa & Salon and winner of our Bellissima Bella Forma gift basket. As the winner of our April 30 draw, Cairns brings her spa a gel nail package valued at more than \$400 containing brushes, nail tips, gels, soak away, a UV light and more.



## 12 Secrets to Creating Personal Wealth

World-renowned Tony Cuccio, Founder of Cuccio Naturalé Spa Products, and the creator of some of the most innovative products and concepts in the spa industry, was in Montreal on June 21 to reveal his 12 secrets to creating wealth and success, and the key to building a profitable salon business. Hosted by Belmonda Beauty Academy & Distribution, the Tony Cuccio Spark Seminar covered topics such as "How to improve your marketing skills", "Increase your income by 33% or more" and "How to be successful in the nail, hand and foot care industry."

## British Columbia

### BIO SCULPTURE CANADA

**Vancouver:** Certification Course, July 18; Advanced Sculpting, July 19; Nail Art Course, July 19.

**Kamloops:** Certification, July 11; Advanced Sculpting, July 12; Nail Art, July 12.  
Info: 877 424-6435, ext. 809

### INTERNATIONAL DERMAL INSTITUTE – DERMALOGICA

**Vancouver:** Acne Types–Triggers & Treatment, July 5; Hydroxy Acids & Exfoliation Techniques, July 6; Photodamaged & Aging Skin, July 7; Rosacea & Sensitized Skin, July 8; Undergraduate Student Day, July 22; Advanced Skin Analysis, July 27; Puberty, Pregnancy & Menopause, August 10; International Skin Care Techniques (3 days), August 16-18; Skin Series–Pigmentation, August 24; Undergraduate Student Day, August 26. Info: 800 997-6799

### LEADING SPAS OF CANADA

**Vancouver:** Science vs. Hype–Equipment vs. Ingredients, October 18. Info: 800 704-6393

### NORTH AMERICAN SCHOOL OF PODOLOGY

**Vancouver:** Level 1–Advanced Pedicure CMP Program (4 days), September 12-14; Level 2–Infection Control, September 15. Info: 888 442-4408

## Alberta

### NORTH AMERICAN SCHOOL OF PODOLOGY

**Edmonton:** Level 1–Advanced Pedicure CMP Program (4 days), July 24-27; Level 2–Infection Control, July 28.  
Info: 888 442-4408

## Saskatchewan

### BIO SCULPTURE CANADA

**Regina:** Certification/Refresher, July 18; Manicure, July 19-20; Pedicure, July 21-22; Advanced Sculpting, July 23; Nail Art, July 23; Advanced Tip Application, July 24.  
Info: 877 424-6435, ext. 1

## Ontario

### INTERNATIONAL DERMAL INSTITUTE–DERMALOGICA

**Toronto:** Skin Series: Pigmentation, July 6; Puberty, Pregnancy and Menopause, July 12; Undergraduate Student Day, July 22; Hydroxy Acids & Exfoliation Techniques, July 26; Acne–Types, Triggers & Treatment, July 27; Galvanic & High Frequency, August 4; Photodamaged and Aging Skin, August 9; Rosacea & Sensitized Skin, August 10; Skin Series–Aging, How the Skin Works, August 11; Advanced Skin Analysis, August 17; Chinese Acupressure (2 days), August 24-25; International Skin Care Techniques (3 days) August 23-25; Undergraduate Student Day, August 26. Info: 416 368-2286 ext. 509

### LEADING SPAS OF CANADA

**Toronto:** Building Your Brand and Your Business Through Marketing, Branding & Public Relations, September 20.  
Info: 800 704-6393

### MICRO-PIGMENTATION CENTRE

**Mississauga:** Permanent Makeup, July 4-9.  
Info: 888 737-6268

### NORTH AMERICAN SCHOOL OF PODOLOGY

**Toronto:** Level 1–Advanced Pedicure CMP Program, October 31-November 3; Level 3–Comprehensive Foot and Leg Evaluation (4 days), November 14-17.  
Info: 888 442-4408

## Quebec

### ALESSANDRO

**Vaudreuil:** Soft Gel, NNG & Gel Colours, July 5, August 2, September 13, October 18, November 8; Nailspa & Hands-Up, November 8. Info: 888 458-4545

### BELMONDA BEAUTY ACADEMY

**Pointe Claire:** Gel Nails (3 days), June 28-30. Info: 514 697-4100

### MARY COHR

**Vaudreuil:** Face – Level 1, July 5-6, August

30-31, October 18-19, November 15-16; Catiovital Lift, July 12, October 26; Technispa, July 12-13, October 4-5; Retail, September 7.

**Sainte-Foy:** Face – Level 1, August 29-30, October 4-5, November 8-9; Technispa, August 31; Spa Aromatique, July 26-27. Info: 888 458-4545

### PAYOT

**Vaudreuil:** Face – Level 1, July 5-6, September 13-14, October 18-19, November 15-16; Body, July 19-20; Retail, August 16; Sales Course, September 27; Master Colours, September 20.

**Sainte-Foy:** Face – Level 1, August 22-23, October 25-26, November 29-30; Sales Course, October 3. Info: 888 458-4545

## Newfoundland

### EAST COAST BEAUTY

**St. John's:** Professional Nails, June 17, July 15; Light Cured Nail Art, June 18, July 16; Permalash, July 9; Level 1 Artificial Nails–Beginner (5 days), July 13-August 10; Level 2 Nails/Sculpting (2 days), June 18, July 16; Manicure (3 days), July 19-August 9; Classic Pedique, July 23; Advanced Pedique, July 23; Waxing/Tinting (3 days), July 21-August 11; Professional Facial Waxing, July 26; Body Treatments, July 29. Info: 800 563-1900

## National

### ONGOING

The Spas2b Inc. Classroom and Distance Learning courses cover everything you'll need to operate a smooth, successful spa/salon business, including: Spa Start Up, Finances, Marketing, Staffing, Customer Service and Operations.  
Info: [www.spas2b.com](http://www.spas2b.com).

*Do you have training or events you'd like to tell the industry about? Let us know by sending an e-mail to [trogers@dvtail.com](mailto:trogers@dvtail.com).*



## July

Face & Body Conference & Expo  
July 17-19, San Jose, California  
[www.faceandbody.com](http://www.faceandbody.com)

PBA Beauty Week  
July 17-20, Las Vegas, Nevada  
[www.probeauty.org/beautyweek](http://www.probeauty.org/beautyweek)

Cosmoprof North America  
2010—The B2B Event  
July 18-20, Las Vegas, Nevada  
[www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

## August

World IDEA  
August 4-10  
Los Angeles, California  
[www.yogafit.com](http://www.yogafit.com)

Spa Experience Aspen 2010  
August 9, Aspen, Colorado  
[www.spafinder.com/spaexperienceaspen](http://www.spafinder.com/spaexperienceaspen)

Mind Body Fitness Conference  
August 11-15  
Hood River, Oregon  
[www.yogafit.com](http://www.yogafit.com)

Can-Fit-Pro  
August 11-15, Toronto, Ontario  
[www.yogafit.com](http://www.yogafit.com)

International Beauty  
& Barber Show  
August 29  
Miami Beach, Florida  
[www.ibautyshowmiami.com](http://www.ibautyshowmiami.com)

Retail Innovations and  
Strategies Seminar  
August 30, Chicago, Illinois  
[www.experienceispa.com/events](http://www.experienceispa.com/events)

## September

International Beauty  
Expo Sydney

September 4-5  
Sydney, Australia  
[www.internationalbeautyexpo.com.au](http://www.internationalbeautyexpo.com.au)

Spatec Fall North America  
September 12-15  
Pasadena, California  
[www.spatecna.com](http://www.spatecna.com)

Capital Beauty Expo  
September 12, Ottawa, Ontario  
[www.capitalbeautyexpo.com](http://www.capitalbeautyexpo.com)

Mind Body Fitness Conference  
September 16-19  
Weehawken, New Jersey  
[www.yogafit.com](http://www.yogafit.com)

InterCHARM-Cosmetic Event  
September 18-20, Milan, Italy  
[www.intercharm.it](http://www.intercharm.it)

ABA Show  
September 26-28  
Saskatoon, Saskatchewan  
[www.abacanada.com](http://www.abacanada.com)

HBA Global Exposition &  
Conference  
September 28-30  
New York, New York  
[www.hbaexpo.com](http://www.hbaexpo.com)

Spa & Resort Expo &  
Conference  
September 28-29  
New York, New York  
[www.spaandresortexpo.com](http://www.spaandresortexpo.com)

## October

ABA Show  
October 3-4, Calgary, Alberta  
[www.abacanada.com](http://www.abacanada.com)

Mid-American Beauty Classic  
October 10-11  
Columbus, Ohio  
[www.premiereshows.com](http://www.premiereshows.com)

Professional Beauty Manchester



October 10-11  
Manchester, UK  
[www.professionalbeauty.co.uk/north](http://www.professionalbeauty.co.uk/north)

6th European Masters in  
Aesthetic & Anti-aging Medicine  
October 15-17  
Paris, France  
[www.euromedicom.com](http://www.euromedicom.com)

Premiere Birmingham  
October 17-18  
Birmingham, Alabama  
[www.premiereshows.com](http://www.premiereshows.com)

Mind Body Fitness Conference  
October 21-24

Atlanta, Georgia  
[www.yogafit.com](http://www.yogafit.com)

ABA Show  
October 24-25  
Moncton, New Brunswick  
[www.abacanada.com](http://www.abacanada.com)

## November

IESC Florida  
November 6-7  
Fort Lauderdale, Florida  
[www.iesc.com](http://www.iesc.com)

Annual ISPA Conference & Expo  
November 15-18  
Washington, DC  
[www.experienceispa.com](http://www.experienceispa.com)



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Starter Kit  
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# Equipment Packages 2010

## PACKAGE 2010A \$835<sup>00</sup>

- D212D Facial/Massage bed
- HZ9009 Gas lifted stool
- D1000B Facial Steamer or
- D1000BT Facial steamer with timer
- SL114 Magnifying lamp without stand
- HY735 Trolley with lamp fittings & drawer

### OPTION:

D3560 Facial bed plus \$60

D8322 Facial bed plus \$100



## PACKAGE 2010B \$1265<sup>00</sup>

- D3668 Hydraulic facial bed
- D1000B Facial Steamer or
- D1000BT Facial steamer with timer
- SL114 Magnifying lamp
- HY735 Trolley with lamp fittings & drawer
- GD98041 Gas lift stool with back rest

### OPTION:

D3668 Hydraulic bed in Black *No extra charge*

D220 Metal Trolley plus \$40

FREE WAX CARTRIDGE WARMER ETL-APPROVED



## PACKAGE 2010C \$1470<sup>00</sup>

- D3673 Electric facial bed
- GD-K1000B Facial Steamer
- SL114 Magnifying lamp
- D-220 Metal Trolley with 2 locks on the wheels. Power bar included.
- HZ9017 Gas lift stool with backrest

### OPTION:

D201H Facial Steamer with timer & high frequency: plus \$140



## PACKAGE 2010D - \$550<sup>00</sup>

E007 Manicure table with Glass top +  
XYX-030B Available in White or  
Coffee colour



## PACKAGE 2010E - \$395<sup>00</sup>

Pedicure Chair  
D-2001



Pedicure Stool  
With pullout drawer  
Colours available:  
Black, White  
XH-15315D



Above prices subject to change without notice

# Howard Murad

**D**r. Howard Murad is an internationally recognized expert in skin health; a dermatologist; a pharmacist; Associate Clinical Professor of Medicine (Dermatology) at the University of California, Los Angeles (UCLA); and Founder of skincare company, Murad. He says beautiful skin can give people so much more than just a pleasing exterior—it can transform their life.

## What is your guilty pleasure?

I like to think I don't have any. The one thing I used to watch on TV was *Desperate Housewives*. This year they've gone crazy with murder and killing and I haven't enjoyed it as much. But that was really more of a thing of convenience; I'm usually home on Sunday nights and that's when it was on.

## If you weren't in this field, what would you have done?

I would have been a philosopher.

## Financially, that's a little way off from what you do now.

If your goal is money only, I don't think you're going to be successful. You need to enjoy what you're doing and the rest comes. I guarantee there's some philosopher out there who's a multimillionaire, because that was their goal.

## What is your motto?

Why have a bad day when you can have a good day? That's my favourite saying and everybody around me knows that. You can ask anybody who has ever spoken to me; they know that saying. It's important because you can choose to have a bad day and you can choose to have a good day.

## I got into this business because...

I love my patients. The esthetic business came from my medical practice where I saw the needs people had. I was a pharmacist before I went to medical school so I would make different compounds for my patients and recommend things... One thing led to another, but this progression was based on my patients.

**Would you like to be featured in Soul to Sole?**

Send an e-mail to [trogers@dvtail.com](mailto:trogers@dvtail.com).

"I can't think of a more rewarding life than being able to help people look younger, feel healthier and live happier."



# Summer Specials

July-August 2010

Belmonda



**VITE 20**  
REG. \$17<sup>50</sup>  
**SALE \$14<sup>95</sup>**

Vite 20 kills the fungus on finger and toe nails.

**Seche Vite™**

SECHE VITE 1/2oz. 83102

REG. \$6<sup>95</sup> **SALE \$5<sup>50</sup>**

PRO KIT 1-4oz. & 1 1/2oz. 83050

REG. \$36 **SALE \$24<sup>95</sup>**



**NEW**  
NAILART PENS  
**ONLY \$8<sup>95</sup>** each

Nail Art Brush 4 pk  
buy on get one  
**FREE** #A-948 \$9<sup>95</sup>



SPA PEDI SLIPPERS #138  
REG. \$63 **SALE \$50**



WOOD FOOT FILES  
#WFP2

REG. \$5 EACH

**SALE BUY 12 @ \$2<sup>25</sup>ea**



**NEW INSTANT ART**  
**AVAILABLE IN**  
**24 RICH COLORS!**



87-pc counter top display #47101 **\$345**

or Starter Kit #47211 **\$24**

**NEW COLLECTION**

**"PLASTIX" RETRO BRIGHTS WITH A UNIQUE PLASTIC FINISH**



12-pc display #450589 **\$71<sup>40</sup>**



Mini kit #48161 **\$12<sup>45</sup>**

**essie**

**NEW "SUMMER" COLLECTION!**



4pc mini cube #2560

**SALE \$11**



6pc cube #2561

**SALE \$29<sup>70</sup>**



12btl Display #2562

**SALE \$59<sup>40</sup>**



36btl Display #2563

**SALE \$178<sup>20</sup>**



**CUCCIO**  
PROFESSIONAL

**NEW** Fragrance

Lemongrass & Lavender

available in 8oz Body Butter #3172 **\$11<sup>95</sup>**

and 19oz Sea Salt #3194 **\$19<sup>95</sup>**

Cuccio 8oz. Body Butters all fragrances

REG. \$11<sup>95</sup> **SALE \$9<sup>95</sup>**



Disposable Spa  
Thong 12/pk  
3031463-12

**\$4<sup>75</sup>**

Disposable Backless Bra 12/pk  
3021460-12

**\$4<sup>75</sup>**

Disposable Uni Boxer 6/pk  
30214060-12

**\$4<sup>75</sup>**



**BLACK FILE**  
**WITH FOAM**

**45¢**

754 100/100 Grit (Red)  
756 100/180 Grit (Green)  
755 180/180 Grit (White)  
740 240/240 Grit (Lavender)  
741 80/80 Grit (Blue)

**BLACK BOOMERANG**  
**GREEN FILE**  
100/180 GRIT 745

**89¢**

**ZEBRA BOOMERANG**  
180/180 744

**89¢**



**ZEBRA EXTRA HEAVY**  
**BOARD** 799

**62¢**



**63¢**

**BLOCK/BUFFERS**

816 Blue (fine/super fine)  
798 Orange (med/fine)  
796 Purple (med/crs)



**52¢**

**BLOCK BUFFER WHITE**



**63¢**

**BLOCK GOLD FINISHING**



**\$1<sup>50</sup>**

**3 WAY SHINING BLOCK**

**ESSIE SPA PEDICURE**

**ALL AT 20% OFF**

All 18oz REG. \$24

**SALE \$19**

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**SALE \$48**



ACCEL Hospital Grade  
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UV STERILIZER MACHINE D-209

REG. \$235 **SALE \$211**



**TABLE PAPER ROLLS**

21" x 255'

Exam. Smooth 80201

REG. \$6<sup>25</sup> **SALE \$4<sup>95</sup>**

21" x 125' Exam. Crepe 80202

REG. \$5<sup>40</sup> **SALE \$4<sup>25</sup>**



**NEW** Epilyss Trial Kit

#KIT701 **\$22<sup>50</sup>**

Trial Pack Kit Includes:

- 4 lukewarm waxes in 4 oz size: Sensor, White Queen, Millenia and Azulen.
- 2 Hard Waxes in 4 oz size: Millenia and Sensor
- Cotton roll 2.5 x 10 yards
- 6 wooden sticks



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Laboratoire Dr Renaud invents the "Self-Lifting"!  
The cosmetic lifting performed by the skin itself!

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\*A worldwide preview: Laboratoire Dr Renaud uses the Metabiotics™ Resveratrol that won the European Prize for Cosmetic Innovation in 2009, a major breakthrough in rejuvenating skin care.