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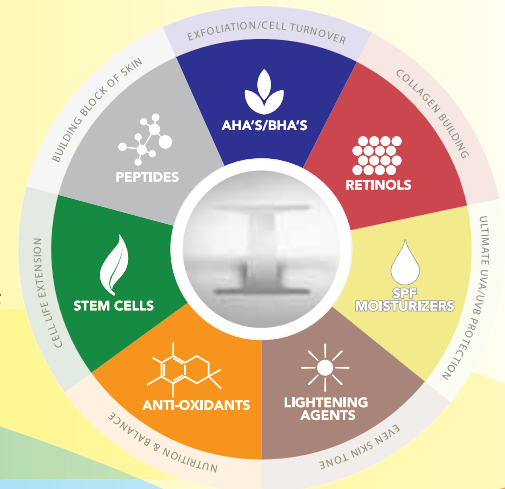
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Who are the people in your neighbourhood?

It may be true for virtually all companies, in every industry: our greatest strength is our people. But for the spa industry, this is particularly a fact. Our services rely on the effectiveness of our employees, who are in one-on-one contact with our customers.

Spas are vibrant with gorgeous designs, luscious scents from myriad products created to tantalize as well as offer effective treatments for beauty and wellbeing. At the very heart of this blissful, often bustling world stands the people who determine the establishment's success. Therapists who require not only the knowledge and skill sets, but an innate ability to read their clients and respond to needs; aestheticians who can find the beauty in every client and make them feel both pampered and revitalized; many support staff who interact with the clients and contribute to the total spa experience.

A spa is like its own little neighbourhood, where loyal customers will return to enjoy the worry-free pleasures and treatments they rely on. Relationships are built on that sense of community; wherein the therapist is someone you can trust and rely on—like a very close neighbour.

In this issue, we explore various ways spas can create distinct “neighbourhoods” for their clients—through designing their programs for niche groups, creating a world where a distinct set of people feel at home. Be it men, mothers, teens, or cancer survivors, the spa world can offer the wellness and beauty sanctuary that will create loyal clients out of people who are relieved to finally find an escape into an establishment that truly caters to their very needs.

I wish you a wonderful autumn; my favourite time of year. I have two personal spa goals for the season: to address the “transitional” skin issues as hot summer days make way for the colder climate, and an extra-special treat: a day in a Nordic spa while revelling in the canopy of fall leaves.

Heather Ednie

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Spa at the Monastery & Suites

Historic St. John's monastery provides the perfect backdrop for relaxation and rejuvenation



It's not difficult to be transported to another time and place at the Spa at the Monastery & Suites in the heart of downtown St. John's, the capital city of Newfoundland and Labrador.

Slipped guests pad around the hallowed halls and stairs that were once travelled by Christian Brothers. The heritage monastery is steeped in history and tranquility, providing the perfect way to escape the stresses of everyday, says Michelle Melee, general manager and director of marketing at the Spa at the Monastery and Suites.

"The 1930s monastery leaves guests feeling divine and heavenly. You are instantly transported to a serene setting. Whether you come for an hour or a day, we hope that you leave feeling refreshed and rejuvenated,



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like you've stepped out of the 'real world' for a little while," she says.

A Leading Spas of Canada Destination Medical Spa, Spa at the Monastery aims to provide the ultimate in service, technology, and client care, via a well-organized team of professionals that puts quality, kindness, and compassion at the top of its repertoire. Melee says the spa engages only professionals who truly care about the client, about each other, and about staying on top of the technology in the industry.

With three full levels in use, the historic Spa at the Monastery is the largest spa in the city. Each floor has its own name and function. The upper Serenity Level has five aesthetic rooms, four massage rooms, two couple duet massage rooms, and two rooms with a hydrotherapy tub and a Vichy shower, along with two separate waiting areas and a women's change room. The middle Harmony Level is more of a social setting with a large manicure/pedicure room, a smaller pedicure duet room, hair salon and restaurant, as well as the reception and retail boutique and a waiting room for services offered on that floor. The lower Vitality Level houses the three soaking pools and a cardio workout area, complete with both male and female change rooms.

"Along with this, we also have a separate building that is adjoined by an underground tunnel; in this converted school, we have 27 luxurious suites for overnight accommodations and a conference room for corporate meetings, or get-togethers of any sort," says Melee. Suites feature air-massage tubs, king size beds, fireplaces, Aveda amenities, and high-speed Internet, among other things.

The Spa at the Monastery's "recipe for success" incorporates guests' arrival, pre-treatment, treatment, post-treatment and exit. "We welcome every person and treat them like a guest in our home. We strive to make sure our guests' full experience is satisfying from start to finish," she adds.

The comprehensive spa menu features aromatic body wraps, refreshing facials, a full array of relaxing and therapeutic massages and body treatments, therapeutic mineral baths and hand and foot care treatments, as well as a full-service hair salon. An integrated staff of physicians, nurses, skin care therapists and other wellness professionals also offer non-surgical medical aesthetic procedures including Botox, wrinkle correction fillers, microdermabrasion, intense anti-aging facials, chemical peels, Visia Skin Analysis and laser hair removal.

The signature treatment, says Melee, is the spa's Himalayan Rejuvenation Treatment, a two-hour Aveda service loosely based on Ayurvedic Panchakarma, a series of treatments that detoxify the body, and are usually received between the





changing of the major seasons when the body's immune system is working overtime (summer into fall and winter into spring). "Aveda wanted to respect and use this Ayurvedic wisdom, yet create a nurturing but effective spa treatment, so they crafted a treatment that used the pre- and post-Panchakarma procedures," she says.

The five-step journey begins with a 30-minute process that involves lymphatic and pressure point facial massage and a scalp massage combined with an inhalation therapy using essential oils. Next, a dry exfoliation is performed with exfoliation gloves followed by a vigorous Ayurvedic-style massage. The fourth phase is a plant perfume steam bath, using a steam canopy over the massage table allowing impurities to be released through perspiration. The final stage is a version of Ayurvedic Shirodhara called Relaxation during which a warm stream of Aveda Tranquillesence is poured onto the forehead for 15 minutes.

"This treatment encourages relaxation of the nervous system," says Melee. "The five steps lead one into the next to provide the ultimate in relaxation as the body and mind integrate,



taking the client to a different level of self-awareness."

Another guest favourite, she says, is the spa's Couple's Duet Experience, an hour-long, side-by-side massage in the deluxe fireplace suite followed by an aromatherapy Jacuzzi soak with a fruit smoothie or glass of wine.

"With the continued explosion of affordable spas geared toward middle-income earners, more and more people will now be able to take a trip to a nearby spa to enjoy a professional treatment or wellness program," says Melee. "Corporations recommend spa treatments to their employees as a preventative aid to stress and other health problems that lead to absenteeism. Businesses will increasingly use spas to build relationships and motivate employees. These are the years that people are mixing business with spa pleasure." ♦

Spa at the Monastery At A Glance

Number of treatment rooms: 4 aesthetics treatment rooms; 4 massage treatment rooms; 3 massage duet rooms; 2 body treatment rooms (hydrotherapy and a Vichy shower room)

Number of staff: 51 full-time employees

Products/Retail: Aveda, Phytomer, Gewhol, and Spa Ritual

Website: www.monastery-spa.com

Carving Your Niche in the Spa Market

What is the first image that comes to mind when you hear the words "spa day?" Scrap the cliché images of beautiful, young women in fluffy robes. Instead, picture this: macho men drinking herbal tea, toddlers receiving shiatsu massages, or fluffy dogs with pink nail polish.

This may not be the typical spa day for most people, but these sights are normal for the growing number of spa owners who choose to target specific niche markets.

The list of specialized spas is endless; the more common demographic targets are men, pregnant women and toddlers, teens, and canines. Another popular practice is branding your spa as a mobile spa. Mobile spas travel to clients and provide spa services on-site for bachelorette or children's birthday parties.

There are many factors to consider when defining a niche market for your business. If you want to follow this trend you should do your research, do your homework, and do your due diligence.

Before committing to a specific niche, it is crucial to find out the statistics about the specific demographic you plan to target. The most important aspect is determining whether or not the niche is already being served in your area. If not, is there a large enough market to generate revenue and make a profit in the region you plan to serve?

Once you have found your niche, commit to it. In order to market your business as a specialized spa, the focus of the spa must stay the same and services offered should remain consistent and relevant to the targeted market.



Strictly Men

Daniel Rodrigues, the owner of METROsexual: The Spa for Men, an upscale spa in downtown Toronto with a strict male clientele base, says physical appearance is the number one draw in selling, presenting, and engaging people in a professional and social environment.

"My clients need these grooming services and so do most men, the question is: where were they going to receive these treatments?" Rodrigues asks.

Before he opened The Spa for Men, Rodrigues said he often turned to spas that operated from homes which were unregulated, uninsured, and did not provide sanitary environments. "I felt uncomfortable in co-ed spas. Instead of having to relive the experience, I chose to receive spa services in more discreet environments," he admits.

Rodrigues felt enough was enough. It was time for men to indulge in spa treatments and have a go-to place for esthetic services in a comfortable, clean, and non-judgmental environment.

"We needed a male-focused spa. The majority of co-ed spas are female dominated and this can be intimidating to men," he says.

Thus came the beginning of The Spa for Men. He envisioned a modern spa with a masculine environment where men can relax and watch the game on flat screen TVs, all while being pampered.

The products used are specifically catered to the preferences of most men; The Spa for Men uses pH balanced skincare, specialty shaving creams, products with neutral scents, and subtle nail finishes.

Rodrigues admits he has turned away potential business from women interested in the exclusive services such as oxygen facials or the noninvasive I-Lipo fat melting treatments.

Although there would be a financial gain and clientele increase in featuring one day each week to invite women into the spa, Rodrigues refuses. "It's called The Spa for Men for a reason. That would just defeat the purpose."

Mommy and Me

Nilla Petta, founder of Sunny Mummy Spa and Boutique in Toronto, has managed to run a successful spa that welcomes both mothers and their children. The spa is child friendly, and provides a calm and relaxing environment to clients.

Sunny Mummy Spa and Boutique hires Early Childhood Education (ECE) certified workers and offers complimentary onsite childcare to clients. Children can stay in the spa's playroom, or they can receive services such as massage therapy and miniature manicures and pedicures.

According to Petta, today's generation of mothers bring their children with them everywhere they go, and businesses must take this into consideration.

"Most spas do not welcome children. Because of this, mothers often forego treating themselves to a spa day. I accommodate the women who don't have friends or family to watch their children, or those who cannot schedule a babysitter in time," says Petta.

A large portion of the clientele at Sunny Mummy Spa and Boutique are expectant mothers. The most popular service catering to pregnant women is the prenatal massage intended to ease the pressure placed on the joints and ligaments during pregnancy. The postnatal massage is designed to address the issues following the pregnancy and delivery, such as body soreness and aches from carrying a child.



Targeting Teens

Among its many services, Gibson Spa and Salon, located in the Fairmont Queen Elizabeth Hotel in downtown Montreal, offers a package designed specifically for teenagers.

Surrounded by numerous universities and colleges, owner Arnaldo Ciarlelli says his location is prime for teenage clientele.

His intention was to create a package that accommodates the lifestyle and budget of teenagers and young college students: a package that is not too expensive or time consuming.

The length of the teen package is two hours and covers the basic spa needs of young people; this includes a facial, manicure, express pedicure, and eyebrow shaping.

The teen facial uses a line of products specifically formulated for teenage skin. Teenagers often have problematic skin and one of the main concerns the teen treatment addresses is targeting acne.

"There was a niche for it, especially in this city. It complements our mother-daughter spa package as well, and we often see our young clients returning monthly," Ciarlelli says. ♦

by Heather Ednie

Oncology massage

Effective relaxation and pain relief, when done right

This September, the world gathered for a United Nations General Assembly on Noncommunicable Diseases, in recognition that these are the causes of the most deaths worldwide. Cancer itself is responsible for 7.6 million deaths annually (2008 numbers). Not to mention the vast numbers of fighters, and survivors. Cancer touches all of us.

It only makes sense, then, to provide spa services for cancer fighters, and people recovering from the often severe treatments. If anyone deserves a chance to relax, to focus on feeling well, and on feeling better, these courageous people do. But spas must be smart about it. There are specific requirements and guidelines to follow, to ensure a treatment meant to soothe and relieve doesn't end up creating greater pain and problems. Luckily today, more and more training opportunities exist to enable spas to provide effective and safe treatments.

Demand for oncology massage is on the rise, as the effectiveness of massage for relaxation and pain relief is recognized. Massage can be a safe, natural way to help a person cope with the side effects of chemotherapy and radiation. It can help decrease muscle tightness, stiffness, swelling, nausea and pain. And the positive effects of massage go beyond the physical, also positively impacting the mental health of the recipient. However, it is utterly important that the massage therapist is trained in oncology massage, and they know how to gauge the correct approach, for the patient, as it can vary greatly patient to patient.

There are a number of training opportunities available for massage therapists interested in learning oncology massage.

One resource is the Society for Oncology Massage (S4OM), created in 2007. Today, the society promotes research

and proper training for oncology massage. The S4OM Recognized Instructors are mainly across the US, and are recognized based on qualifications, classroom hours, coverage of specific topics, and supervised hands-on practice.

Another option is Touch for Cancer, which offers the Morag Currin Method of Oncology Esthetics training. Most demand has been in the U.S. market, however, over the last six months, more requests have come from Ontario, Alberta, British Columbia and Manitoba. "It's about learning how to modify a treatment for the individual needs," says Morag Currin, author of *Oncology Esthetics: A Practitioner's Guide*. "For example, you might have to make adjustments to a facial massage, because applying the wrong pressure can aggravate the lymphatic system. Or, if the platelet count is low, there's a risk of bruising from moderate pressure."

The three-day clinical oncology aesthetics course follows a set curriculum. The first day is delivered by a medical professional, and covers cancer—what it is, statistics, various ways it manifests, the treatments and their side and long-term effects. Aestheticians require an understanding of the disease and the various impacts, and to learn new methods to avoid adding to discomfort. On the second day, participants learn about skin cancer—what to look for, how to detect it and how to treat people who have it or had it; immunology; and adjustments that can be made to the spa environment—the beds, ambiance, smells, sanitation; and adjustments to the treatments which they practice on each other. The final day covers marketing and products, then cancer survivors and fighters join the room.

"One in six men, and one in eight women, will get cancer in their lifetime," Currin says. "It's a very real thing. But when I was at aesthetics school years ago, we were taught not to touch people with cancer, which is just terrible. Like the rest of us, or perhaps more so, they just want to relax in the spa and feel better." ♦



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Setting the standard

Quality assurance programs in development for the Canadian spa industry

Much action and debate in recent years has centred on the perceived lack of regulation and standards for the Canadian spa industry. In response, both Spas Relais santé in Quebec, and Leading Spas of Canada nationwide are among associations that have developed quality standards and implemented them on a volunteer basis.

This summer, the need for such regulation or standards was highlighted following the death of Chantal Lavigne, 35, on July 29, after an intense detoxification treatment at a spa near Drummondville, Quebec. Another woman was very ill following the same treatment. That weekend, the Canadian spa industry was put under the microscope, and Lucie Brousseau, president and CEO, Spas Relais santé, gave over 40 interviews. Her message remains the same: standards and regulations are needed, and the public needs to be smart when choosing a spa, to ensure they will be treated by a certified professional.

Brousseau detailed her association's plan. The first step was to have a standard recognized in Quebec, and then after that, to set higher standards on a national level. "We are seeing progress," she adds. "Today, everyone is talking wellness and well-being, on an everyday level. It's great—our industry is here to stay."

The SPA Standard (SPA BNQ 9700-040) was first published in December 2010 by the Bureau de normalisation du Québec, and was developed through collaboration with Spas Relais santé and Tourism Québec. This standard defines what a "spa" is, and aims to assure a level of quality in services, products, training, equipment, hygiene and safety.

Currently, Brousseau is working with the Standards Council of Canada towards a nationally-accepted standard for the spa

Canada-wide quality

Meanwhile, Leading Spas of Canada piloted a quality assurance program two years ago. Now, at the end of the initial two-year period, the association is reassessing the initial 40 spas that participated, from all across the country.

"It's really an educational process," says Diane Sparrow, president of Leading Spas of Canada and owner, Norwood Hotel, Inn at the Forks. "It's not a rating system, but a way to ensure spas meet set quality levels for hygiene, safety, equipment cleanliness, procedures and staff certification."

Sparrow suggests to standardize the industry, there are a number of steps to be done. For example, the educational program for therapists and aestheticians would need to be revisited. The quality and amount of training required for certification would need to be standardized across provinces.

"The province to province standardizing requirements are so big, every single step will have to be calculated," Sparrow says. "It is very complicated, but we've made big inroads on the national level to get a program in place. Our feeling is a quality standard is wanted—but it must be industry-driven."

Industry-driven quality

Though it may not be official regulation, it is important to note many in the industry do follow basic guidelines to ensure their spa maintains a reputation of excellence. One such guideline is employing only certified therapists and aestheticians. It allows the issuance of receipts to customers for insurance purposes. And in some cases, the industry itself is ensuring that properly trained professionals are responsible for spa treatments.

"We won't sell to anyone who cannot produce the proper certifications," says Stacey Johnson, president of Esthetics Plus. "That means a school or training certificate."

In fact, Esthetics Plus provides training for the products it sells, to fill in the gaps left by aesthetics schools. Depending on the level of severity of what a customer is purchasing, that training can be mandatory. "Take, for example, medical skin peels," Johnson explains. "The customer must first provide their certification, then take our training, before we'll sell them the product."

That being said, Johnson cautions against increased regulations for the industry in general; however, she is optimistic that today's spa industry is much better off, in terms of training, hygiene and standards, than a decade ago.

"We're definitely in a more knowledgeable place than we were 10 years ago, particularly in the areas of hygiene, expertise and training," she says. "We just need to continue to be diligent, and work with the schools to promote excellence in their curricula." ❖

by Julia Teeluck

Heading into the holidays

How to prepare for the year's busiest season



The holiday season is approaching and soon the stress of balancing gift-buying, parties and family get-togethers will overwhelm even the most dedicated spa-goer. Services, packages and products that relieve tension and rejuvenate winter skin will get clients in a festive spirit.

Combining services is a simple way to bring something new to your spa's repertoire. For example, during last year's season, The Spa at the Hotel Casino in New Brunswick bundled together a 60-minute hot stone massage and a 60 minute hot stone "pure bliss" facial to create the "Baby, It's Cold Outside" package, and will likely bring it back this year, says Julie Bernatchez, spa supervisor.

Another idea is to trim down the length of popular services, such as manicures, pedicures and massages. Since the holidays are hectic, express services and packages are ideal for those pressed for time. The stressed shopper will appreciate an escape for a quick massage, or combine a manicure, makeup application and hair style to create the perfect package for those hurrying from work to a party. Remember to display cosmetics in rich shades, which can be purchased as gifts or for touch-ups at a party.

To keep skin radiant and smooth in winter, exfoliation and hydration is essential. Scrubs and lotions that blend the benefits and decadent aromas of natural substances such as cranberry, cinnamon, or eucalyptus will keep skin soft and supple. Eucalyptus and rosemary essential oils are not only relaxing, "they are great for congestion and sore achy muscles," says Sara deRuiter, spa director at Body Blitz Spa, in Toronto.

Clear skin is a year-round concern, and clients want to ensure their skin is holiday-ready. "The best present to give and receive is the gift of healthy skin," says dermatologist Dr. Lisa Kellett, creator of the Kellett Clear Skincare System. ❖

Skin Care



The **Kellett Clear Skincare System** is designed to treat adult acne and signs of aging. The antioxidant-rich line includes a Polishing Gel Cleanser, Clarifying All-Over Acne Treatment, Moisturizing Gel and Protecting SPF30.

www.kellettskincare.com



The **Claro** is a handheld device that treats blemishes by delivering blue and red light and infra-red energy to stimulate oxygen production, soothe inflammation and kill acne bacteria.

www.clarstechnology.com



The Cranberry Pomegranate Sugar Scrub by **Éminence Organic Skin Care** is a vitamin-rich body scrub for all skin types. Cranberry and pomegranate enrich skin with nutrition and leave it soft and radiant.

www.eminenceorganics.com

Makeup



The A Night in Paris collection by **Piret & Tamara** features deep violet, berry and rouge shades in silky textures that are perfect for holiday parties. The collection includes two new shades of their signature eye silks—Violet and La Vie en Rose.

www.piretandtamara.com

Spice up your services

Enliven your treatments with the stimulating scents and healing properties of wintery herbs and spices. Ginger, rosemary and mint are known for their fatigue-fighting abilities, and mint and rosemary are excellent memory boosters. Body Blitz Spa fuses sugar, ginger, cardamom and sweet orange in their Sweet Ginger and Milk body glow treatment. Get creative and blend different herbs and spices together, such as mint and chocolate or cinnamon and ginger for a unique holiday scent.

Class Chic



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www.sstsignatureseries.com

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Starring

Eyeshadow Trio
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Hydrating Lipsticks
RED ALERT & QUIET BEIGE

Glamorize
GLITZ N' GLAM GEL

Blush Trio
CHEEKY

Photo by Karyn Kimberley

A Simple Solution

Capturing the male demographic involves simple product selection

More and more men are flocking to the spa. The word is out—men require just as much maintenance as women if they want to keep a healthy, youthful look as the years creep by. So what is making men today more likely to step into the spa or buy a handful of lotions, cleansers, and creams? Simplicity.

"Men require a simpler, more straightforward approach," says Dr. Benjamin Barankin, a dermatologist at Toronto Dermatology Centre. "Fewer steps will increase compliance."

In recent years, mainstream product manufacturers like Dove and Old Spice picked up on this psychological loophole and launched the two-in-one craze. Body wash and shampoo in one was a hit in the showers on college campuses as much as in the homes of working class adults.

Manufacturers of spa products are now beginning to simplify male product lines as well.

"Like women, male oil gland productivity changes with age, climate, and is hereditary," says Barankin. "We all should use sunscreen to minimize sun damage that can lead to skin cancers, pre-cancers, brown sun spots, burst blood vessels, more frequent cold sores, and overall blotchy skin."

But men often don't take into account changing conditions, like winter versus summer, when choosing appropriate products. So in the summer, a straightforward sunscreen may be moisturizing enough for some skin types but in the winter, a two-in-one sunscreen and moisturizer, rather than a sunscreen and separate moisturizer, will snag the male customer's interest.

Traditional male products now incorporate more therapeutic ingredients than before. Shaving cream, for example, doesn't only help the razor slide smoothly across the skin, but kills bacteria, moisturizes, and exfoliates. Had a shave today? Great, no need to moisturize. It's that simple.



Marketing magic

Of course, marketing is also working its magic on men.

Marketing teams now know that men want a manly looking product to counteract preconceptions about manhood and spa products. Men don't want a pink tube of moisturizer falling out of a pocket or sitting in the console of the car. They want something rustic looking, straightforward, mysterious, or minimalist.

Men worry as much about what those around them think as they do about fine lines, tired-looking skin, and brown spots, three of the biggest skin-worries men have, according to the founders of The Grooming Lounge.

And it's not just the look of products, but the name. Presented with the option of purchasing Sunshine and Rainbows Lip Balm or Jack Black Intense Therapy Lip Balm, nine out of 10 times men will choose the latter.

It's what's inside that counts

Some product ingredients work better than others on male skin. Acne prone skin, according to Barankin, should be most receptive to salicylic acid cleansers and benzoyl peroxide. Products containing retinol also work wonders on male skin.

Fragranced moisturizers can aggravate dry skin and men prefer neutral scents. Spas should look to carry neutral or natural-smelling products that will preserve manitude among the wearers' friends.

Coffeeberry extract is a prized ingredient among male rosacea sufferers, recognized as possibly the most potent form of natural antioxidants in any fruit.

The right stuff

Still, more women visit the spa than men, possibly because they are more concerned with beauty. But it's not just about beauty. A



Dermalogica Pre Shave Guard Heavy, tough beards require extra prepping that maximizes softening without the high-alkaline ingredients that can aggravate and dry skin. Pre-Shave Guard shields and preps skin for shaving to help minimize razor burn and bumps.

www.dermalogica.com

healthy lifestyle includes moisturizing, exfoliating, maintaining facial hair, relaxing with a massage, exercising, drinking a lot of water, and so on.

More men are starting to realize that health and beauty go hand in hand, and the spa industry can capture this new market by offering the right products. ❖



Murad wants men to care for their skin. To that end, the company developed Murad Man—advanced skin care just for men. It cleanses and conditions for a superior shave; reduces redness, irritation, and clogged follicles; and prevents damage to keep skin looking youthful.

www.murad.com

Woody's Quality Grooming

is for the man who is looking for a simple comfortable daily regimen that offers basic, no frill products that smell good and get the job done.

www.woodysgrooming.com



Clubman, a men's grooming product for over 200 years, is the perfect tool to tame those tiny tresses. The original moustache wax on the market, it is ideal for styling and quick colour touch-ups. Clubman Moustache Wax comes with an applicator brush/comb and is available in neutral, black, brown and chestnut.

www.clubmanonline.com



The contour of the eye: a fragile area

The eye contour area is the most fragile area of our face. The skin in this area is extremely thin and strained, with few sebaceous glands and sweat glands.

The epidermis around the eye is approximately 0.04 mm thick, compared to 0.1 to 0.15 mm on average on the rest of the body and the dermis is less than 0.5 mm thick, while in general it varies between

1 and 4 mm elsewhere.

Meanwhile, the area boasts 22 muscles, 14 of which are used every 10 seconds. The eyelids move with each of our expressions and bat an average of 10,000 times per day to evenly distribute the tear fluid on the eyeball. This perpetual motion in such a delicate area can lead to the formation of wrinkles and fine lines.



Eye care star performers

Many solutions are available on the market, in both day and night versions, in the form of gels or creams. Here are some of today's best performers:

- **Tensor polymers**

The latest additions to cosmetic research, biopolymers produced from tapioca (cassava), almond or oat proteins, soothe around the eye in record time, forming a continuous elastic film that tightens the skin, in effect lifting it.

- **Dermo-relaxing peptides with a Botox type of effect**

By promoting muscle relaxation, these molecules help to reduce the depth of wrinkles caused by muscle contraction due to expression, particularly around the eyes.

- **Extract of spilanthes Acmella buds**

This 100% vegetable extract is a concentrate of flower buds of Spilanthes Acmella, stimulates the contractile power of fibroblasts, effectively restarting cellular dynamics and reorganizing and tightening the dermis' 3D

network, composed of collagen fibers and fibroblasts.

- **Plant extracts that target dark circles and puffiness**

A synergistic combination of three phytoactive extracts has been noted: extracts of Pfaffia, Marapuama and white lilies, all three of which are particularly rich in flavonoids, saponins and plant sterols. This leads to quick and lasting reduction of the bags and dark circles, while promoting a consistent colouring of the lower eyelid.

- **Hyaluronic acid**

The amount of hyaluronic acid present in the skin drops by half between the ages of 20 and 50. Widely used in aesthetic medicine as a substance for filling wrinkles, this glycosaminoglycan plays a major role in the moisture balance of the deep layers of the skin. ♦

The Signs of Aging

There are various changes that affect the eye area over time.

1. Wrinkles

Chronologically, the first signs of aging that appear are the laugh lines, located at the "crow's feet," the area of the face between the outer edge of the eye and the scalp. These wrinkles can enhance a smiling expression, but they should be considered an alarm to take special care of the eye area henceforth.

A few years later, the first gravity-induced wrinkles appear. They first form on the lower eyelid. They are caused by gravity, that is to say "the weight of the years," and appear quickly. The dermis of the eyelids is low in collagen, and aging makes it easily sag, loosening the skin.

Then come the wrinkles overload. It is the logical consequence of the aging process—cell renewal increasingly slow, free radicals from various sources, sun exposure, etc.—which none of us can escape.

2. Dark circles and bags

Dark blue circles under the lower eyelids can have several causes: genetics, lack of sleep, stress, etc. With fatigue or with age, the blood and lymphatic microcirculation of the area under the eye becomes even more lazy; micro-blood vessels swell and venous stasis occurs. The blood pigments accumulate in the dermis and epidermis. The micro vessels become more visible due to the skin's transparency.

In addition, the area has a different sub-dermal tissue because it usually contains no fat cells, allowing the extreme mobility of the eyelid. It is very loose and can be distended, causing the swelling of the eyelids: the eyelid edema, more commonly known as "bags."



Isabelle Villeneuve is scientific director—head of innovation at Laboratoire Dr Renaud. Passionate about cosmetology, she has more than 20 years of experience. She has been actively participating in the dynamic development of Laboratoire Dr Renaud since 1995.

EQUIPMENT PACKAGES

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2011

**YEAR END BLOW OUT SALE.
TAKE AN ADDITIONAL 10%**

PACKAGE 2011A \$830⁰⁰

- D3560 Facial bed
- GD3328 Gas lifted stool
- D1000B Facial Steamer

OPTION:

- HY735 Trolley with lamp fittings & drawer: plus \$130



OPTION:

PACKAGE 2011B \$1260⁰⁰

- D3668 Hydraulic facial bed
- D1000B Facial Steamer
- SL114 Magnifying lamp
- HY735 Trolley with lamp fittings & drawer
- D-98041 Gas lift stool with back rest

OPTION:

- D220: plus \$40
- D201H Facial Steamer with timer & high frequency: plus \$140



OPTION:

D220 or D201H

PACKAGE 2011C \$1485⁰⁰

- D3673 Electric facial bed
- GD303 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



OPTION:

PACKAGE 2011J \$475⁰⁰

Pedicure Chair

D8220



Pedicure Stool
With pullout drawer
Colours available:
Black, White

XH-15315D

PACKAGE 2011K \$595⁰⁰

Hydraulic Pedicure
Chair with stool

D-22302



Pedicure
Trolley

GD053





Deborah Lippmann's Get This Party Started is a set of three glitters inspired by the overwhelming demand for her best selling Happy Birthday, a glittery party in a bottle. The set includes Happy Birthday, along with two new variations of the sparkling shade: Forget You and Candy Shop. They're both packed with the same unique hexagon-shaped glitter that gives Happy Birthday its magnificent glint, only Forget You has a sheer black base and Candy Shop a bubblegum pink.

www.lippmanncollection.com

OPI takes to the American road with a new set of shades for fall. Road House Blues, inspired by the Teton mountain range in Jackson Hole, Wyoming, is one of 12 new shades inspired by the varying landscapes of the U.S..

www.opi.com



CND's Solar Oil is a cuticle and nail oil made from an exclusive blend of four naturally light oils which penetrate the skin's pores while sealing in valuable moisture. It contains jojoba oil, vitamin E oil, rice bran oil and sweet almond oil, all working in symphony to keep cuticles happy and healthy.

www.cnd.com



NSI Polish Pro is the next generation of nail polish that shines on and on. It is a revolutionary light cured polish formula that lasts an unbelievable two weeks without chipping, smudging, or cracking. It takes only minutes to apply, quickly dries under a UV or LED lamp, and soaks off in 10 minutes.

www.belmonda.com



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Divi International introduced the new HairCheck measurement device to gauge hair thinning, hair breakage, and hair regrowth. For those marketing natural and organic services and products for hair breakage, thinning, and shedding, the HairCheck device will offer better results as the effects of products and services can be quantified. Professionals can now adjust service and product recommendations as needed for the ultimate in healthy haircare.

www.haircheck.com



Maple Organics' Hands Salve in lavender is an ultra-tough organic hand salve. For those of us who are tough on our hands, this lavender hand salve is simply amazing. It's great for gardeners, chefs, skiers, rock climbers, acrobats—or just for chapped hands during our cold Canadian winters.

www.mapleorganics.com



Collagentex's RX-SILK is the latest Canadian innovation in cellulite treatment. It incorporates proven mechanical massage by transparent paddles along with the best lymphatic drainage system, all in a comfortable chair with the most powerful red light/infrared technology. It offers rapid skin tightening and a 12-session collagen build up for firmer buttocks and thighs. The unit easily removes blemishes and skin imperfections with multiple wavelength deep infrared therapy.

www.collagentex.com



Le Mieux's new rejuvenating cream quenches thirsty skin, aids in water retention, and increases collagen production. Most night creams have hydrating properties but few truly perform dual functions of moisturizing and rejuvenating skin without causing redness or irritation at the same time. The new Bio Cell Rejuvenating Cream functions as an effective anti-aging day and night cream that also deeply moisturizes skin and satisfies its need for constant hydration.

www.lemieuxcosmetics.com

Body Drench makes sunless tanning simple and sexy with a new line of easy-to-use self-tanners. Quick Tan, a favorite of celebrity makeup artists and featured in music videos, commercials, and photo shoots, has expanded to include everything from the same instant spray can to gradual tanning lotions. The Gradual Self Tanners help create the perfect glow. Used alone or in addition to the Instant Self Tanners for a lasting tan, the buildable formula also moisturizes for sexy, supple skin. Applied like lotion, the tan develops over three to five hours.

www.aiibeauty.com



SST introduced the ClassChic line this fall, including the SST Hydrating Lipstick. Classic and Chic come together, allowing you to wow them with a classic shade in Red Alert or achieve an effortless chic look with Quiet Beige.

www.sstsignatureseries.com



Dermalogica AGE Smart

Overnight Repair Serum is a technologically advanced treatment serum that deeply nourishes skin overnight and gives lackluster skin a fresh, dewy appearance. The skin-supportive effects of the serum may benefit broken capillaries, as well as restoring the integrity of skin experiencing age-related collagen loss.

www.dermalogica.com



Repêchage's new Biolight Collection scares away hyperpigmentation and age spots. The latest in ground-breaking peptide and marine bio-technology, the Biolight Collection is clinically proven to rapidly reduce the appearance of uneven skin tone while battling hyperpigmentation due to the sun, acne scars, and hormonal changes while enhancing cell renewal and reducing inflammation to reveal a radiance that lasts.

www.repechage.com



CND released Scentsations. This aromatherapeutic line of body washes and lotions in 15 scents are easy on the nose, mind, spirit, and most importantly, gentle on the body. The unique combinations of fruits, herbs, and flowers create delicious and alluring fragrances.

www.cnd.com



Bleu Spa Construction in the Last Stretch

As summer hit full-swing, and only two months until the projected opening date, the Bleu Spa construction site had literally become a beehive of activity. As the finishing touches were being applied to the main building, various work groups toiled away in other unfinished areas: 1) the Turkish bath, 2) new lounge construction and, 3) landscaping and thermal baths installation.

The so-called new lounge was a last-minute replacement for the initial relaxation area above the Turkish bath. Due to both structural issues and the high cost associated with the initial lounge area, the contractor and management group opted to construct a new lounge on ground level, adjacent to the bath.

After nine months of construction, only two issues remained to be resolved. Firstly, a phenomenal rainstorm hit the Ottawa/Gatineau region on June 24, amounting to over 200 millilitres of water within 45 minutes. Bleu Spa suffered lower level flooding in the main building, resulting in a renovation of all walls and flooring on that floor. The expected two week delay in the date of opening upset plans for employee hiring and training, advertising campaigns, and cash flow projections. Even in early August, everyone was still scrambling to re-arrange the fall schedule.

The second, and perhaps, more serious concern, revolved around various construction cost over-runs. Whether the entire project had been under-capitalized, or that there were construction cost projections and/or delays which were not anticipated, no longer seems to matter. The end result was a cash flow shortage with two months left in the project, with several options to debate amongst shareholders. Either more money had to be injected into the project by the investment

group, or a secured loan negotiated with a financial partner. A meeting was to be held in August with the shareholder group to resolve the issue.

In the meantime, team morale remained very high and the project still boded well. Excitement built over the summer months, and a positive vibe can be felt throughout the community. With the wind in our sails, we are targeting an early-autumn soft opening. ❖



Larry Greene is the co-developer of Bleu Spa. He is sharing his first-hand experience of constructing and opening a new spa in this column. Tune in each issue to learn about his progress, and what challenges he must overcome.

We would like to apologize for errors made in the Summer 2011 issue of *Spa Inc.*

The photo of Phytomer's Bi-Gel Contour Cream (p. 27, French version) was accompanied by a description of Phytomer's Sun Radiance Self Tanning Cream.



Kanshi Deep Cleansing Cucumber Facial Masque from Repêchage (p. 22 English and French) was improperly named.

We regret the errors.



Send us your events. Get listed!

Please forward your events to Heather Ednie at
hednie@dvtail.com

TRAINING

BC

BIO SCULPTURE CANADA

Vancouver: Certification Course
Nov 20; Advanced Sculpting/Nail
Art Nov 21

Alberta

NORTH AMERICAN SCHOOL OF PODOLOGY

Calgary: Level 1 Advanced
Pedicure CMP Program
(4 days) Nov 6-9

Edmonton: Level 3

Comprehensive Foot and Leg
Evaluation (4 days) Nov 13-16;
Level 4 Advanced Skin and
Nail Pathology, Diabetic Foot
Syndrome (2 days) Nov 27-28

Ontario

NORTH AMERICAN SCHOOL OF PODOLOGY

Toronto: Level 3 Comprehensive
Foot and Leg Evaluation
(4 days) Nov 13-16;
Level 4 Advanced Skin and
Nail Pathology, Diabetic Foot
Syndrome (2 days)
Nov 20-21

BIO SCULPTURE CANADA

Hamilton: Certification/Refresher
Course Nov 14, Dec 5; Advanced
Sculpting& Advanced Tip

Application Nov 21,
Dec 12; Manicure&Pedicure
(4 days) Nov 7-10

MISSISSAUGA SCHOOL OF AROMATHERAPY AND CANADIAN HOLISTIC THERAPISTS TRAINING SCHOOL

Mississauga: One day workshop
All-Natural Earth Mineral Makeup
Nov 5, December 3

Quebec

BELMONDA

Pointe-Claire: Gel Nails (4 days)
Nov 9-30; Make up (5 days)
Nov 10- 24; Manicure and Spa
Manicure (3 days)
Nov 15- 29; Soak-Off Polish
Training Nov 28

Nfld

EAST COAST BEAUTY

St. John's: Level 1 Artificial Nails
(5 days) Nov 8-Dec 7
Nov 15-Dec 14;
Level II Nails/Sculpting
(2 days) Dec 5-6;
Electric File Nov 18, Dec 2;
Classic Pedique Nov 25;
Professional Nails Nov 24
Dec 9; Light Cured Nail
Art Nov 18, Dec 2;
Permalash Nov 10
Dec 8; Professional Facial
Waxing Dec 1;
Basic Facials (2 days) Nov 3-17;
Body Treatments Nov 28

EVENTS

November

AACS Annual Convention
November 4-8
Phoenix, Arizona
www.beautyschools.org

Midwest International Salon
and Spa Expo
November 4-5 Rosemont
Illinois, USA
www.probeauty.org/issemw

ISPA (International Spa
Association) Conference &
Expo November 7-9
Mandalay Bay
Las Vegas Nevada, USA
www.experienceispa.com

UK Spa & Wellness
Conference,
November 8-9 Center Parcs
Elveden Forest, UK
www.spaconference.co.uk

Cosmoprof Asia,
November 9-11
Hong Kong Convetion
& Exhibition Centre
www.cosmoprof-asia.com

Leading Spas of Canada –
Webinar: PR and Media
November 22
11am PST/2 pm EST
www.leadingspasofcanada.com/about/events



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information you'll find to keep your
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Dr. Diane Wong



Dr. Diane Wong, MD, has been a cosmetic physician for the past 10 years. She is the founder and owner of Glow Medi Spa in Yorkville, Ontario, and is devoted full-time to non-surgical cosmetic enhancements. Dr. Wong is an invited speaker and trainer of physicians and nurses for Allergan Inc. on the advanced uses of Botox Cosmetic. As a course director for the Canadian division of the Laser Training Institute, she conducts aesthetic laser workshops and provides laser certification.

What is the secret to remaining competitive in this industry?

Listening to my clients. I form an open relationship with my clients who are comfortable enough to tell me what they want and expect. I bounce my ideas off them and listen to their feedback. This communication has kept them coming back for the past 10 years.

If you could give clients only one piece of skincare advice, what would it be?

Easy: sunscreen everyday keeps the wrinkles away!

How do you spend your leisure time?

I was blessed with being born into a wonderful family and then having the greatest family of my own. My sisters are my best friends and my children and husband are my fuel for all that I do. I don't have as much time to spend with my kids as other moms, but we spend good quality time. Seeing them growing up so nicely now, I think I did a pretty good job.

Do you have any new and exciting business plans?

I am carrying out my dream of creating the most desirable medical spa in Toronto. We are expanding into a beautiful 4,000 square-foot state-of-the-art facility in the heart of Yorkville this October. Not only do we provide the most advanced medical spa treatments, we now also cater to all our clients' needs with a luxurious spa. Adding advanced facials, body treatments, and massages creates a complete experience that is sure to have clients coming back for more. ❖

WINTER SPECIALS

Belmonda

NOVEMBER-DECEMBER 2011

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for additional specials

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ORLY

Brilliant Jewel tones sparkle and shimmer in ORLY'S HOLIDAY SOIREE color collection.

18pc Display **ONLY \$107.10**
36pc Display **ONLY \$214.20**
6pix only **\$35.70**



48 pc mani minis canister **\$172.80**

3pc lacquer gift set with

FREE HOLIDAY BAG OR 3pc lacquer gift set with

FREE HOLIDAY SOCKS ONLY \$17.85 EACH



china glaze



LET IT SNOW

12pc Display **\$49**

36pc Rack **\$139**

Mini Globe Gift Set **\$8.95**

Berry Sweet Gift Set **\$8.95**

Belle of The Ball Ornament Gift Set **\$8.95**

Baby It's Cold Outside Gift Set **\$11.95**

Holiday Spirits Gift Set **\$11.95**

Carry Me Away Gift Set **\$15**

Lil Stuffers 24pc Cuticle Oil Display **\$48**



essie



HOLIDAY 2011 "I'd like to toast the holiday season in my Dive Bar" Ring in the new year with our shimmering metallics, the perfect way to light up your midnight.
12btl display **\$59.40**



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Milk Lyte Ultra Sheer Body Butter

\$8.75 EACH and get one matching

Body Wash FREE! (Value \$8.95)



ONE MINUTE MANICURE

HOLIDAY TRIOS (3 x 2oz.)

ONLY \$9.95 EA

PINK GIFT BOX Vanilla, Blackberry, Lime

GREEN GIFT BOX

– Apple, Coconut, Chocolate

RED GIFT BOX

– Lemon, Coconut, Pomegranate



NEW! MINI BODY BUTTERS 1.5oz.

\$5.95 EACH

Tuscan Citrus

Milk & Honey

Lemongrass & Lavender

Papaya & Guava

Pomegranate & Fig



NEW!

HANDSDOWN
SOAK-OFF GEL NAIL
WRAPS

The easiest, most comfortable way to remove soak-off gel polish.

10 pack **\$2.25**

100 pack **\$19.95**



SHORTY
NAIL FILE

Reg. 0.35

SALE \$0.30



CORRECTOR LAQUER PEN

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