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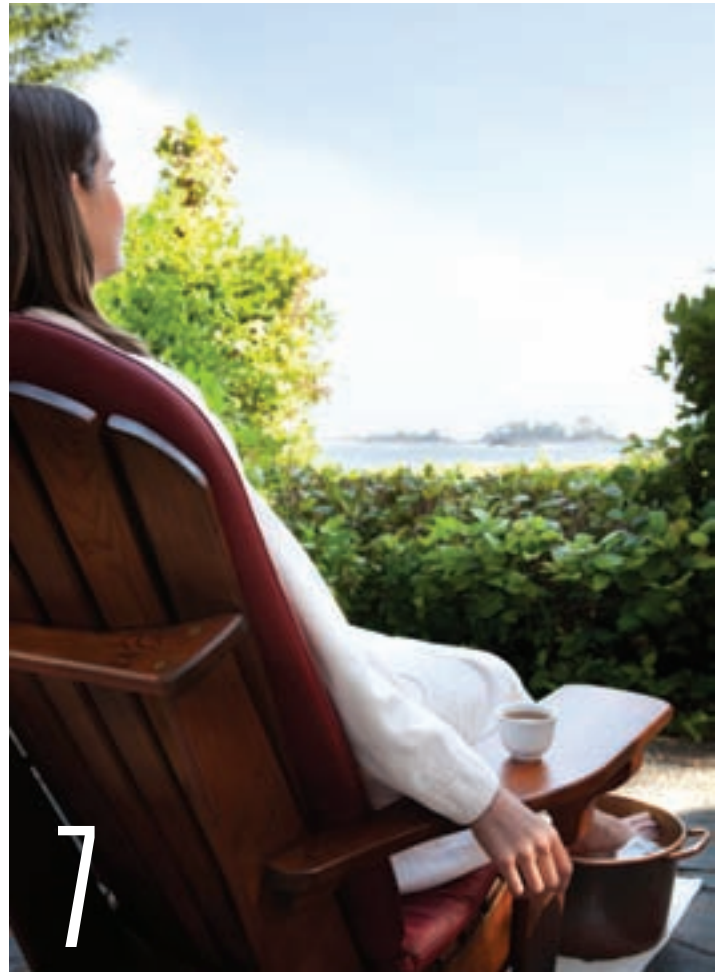
10



16



26



7

CONTENTS

	ambiance		crossroads
07	Ancient Cedars Spa	24	Nail Products
		26	Fresh & New
	strategies	28	Gossip
10	Education and Training	29	Events & Training
12	Skills Canada Competition		
14	Waiting Room Marketing		soul to sole
	Strategies	30	Nicole Verzyden
16	spAWARDS		
	beauty marks		
19	Sun-Kissed Skin Care		
22	The New Face of		
	Anti-Aging		

THE FLIP SIDE *Our French Edition*

The French and English editions of *Spa Inc.* are now packaged together in our tumble issue

FLIP OVER

Cover photo:
Ancient Cedars Spa, Tofino, BC



Logistically speaking...

This issue we've tackled some of the behind-the-scenes elements—the logistic requirements, if you will—of running a spa. There was an abundance of topics to choose from considering logistics pertains to the planning/coordination of all activities in the spa, running the gamut from software and technology to packaging. In the end we tried to narrow it down to a couple distinct areas.

In our eighth and final instalment of "Opening a Spa" (page 10), writer Jason Hagerman delves into education and training, and how to keep your staff—hence services—fresh and up-to-date.

Also this issue, *Spa Inc.* has announced it has partnered to become the official Canadian media sponsor of the 2012 spAWARDS (page 16). The awards program, sponsored by Book4Time Inc., recognizes and honours the 'best of the best' spas across Canada. As the official Canadian media sponsor, promotional coverage of the program opens the doors for spas and wellness centres of all sizes that are hoping to raise awareness about the spa market, as well as generate a bit of publicity. Congratulations to last year's winners. I invite you to get involved, and perhaps we'll have the opportunity to feature your spa in our pages next year...?


Bernadette Johnson

Celebrate springtime renewal

Spring is my favourite season. As the snow disappears and my gardens slowly burst into life, the days hold the promise of growth, rebirth, and change. Meanwhile, the warmer weather draws us out of hibernation, and the lengthening daylight means we can stretch out our activities.

This issue of *Spa Inc.* offers the positive energy of springtime. The feature article on page 10 focusing on training and continued education for your staff reminds us of the constant need to be fresh, evolve, and grow. The Beauty Marks article, "A Cautious Friendship" (page 19), sets the tone for preparing to greet the summer sun, with tips on how to keep skin healthy. A multitude of exciting new products are peppered throughout this issue, demonstrating that our spa industry is vibrant and ever-expanding.

It's spring—make time for yourselves!




Heather Ednie
French Editor

SpaInc.

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Ancient Cedars Spa

Tofino spa places nature and spirituality at the heart of its unique experience



Photo credit: Ivan Hunter



Photo credits: Adrian Dorst and Ivan Hunter

Known for its long beautiful beaches and towering rainforests on the western edge of British Columbia, Tofino and Clayoquot Sound attract almost one million visitors annually. Guests journey to the area to experience whale watching, kayaking, deep sea fishing, winter storm watching, and above all, relaxation and rejuvenation.

Little wonder then that Ancient Cedars Spa at the Wickaninnish Inn, a landmark Relais & Châteaux property, has been enchanting new and returning guests for 13 years with its carefully planned treatments inspired by nature, indigenous ingredients, and spirituality.

"Tofino is an interesting place at the end of the road, on the edge of the earth. Many people come here to find themselves, and to seek out different experiences than what they might be used to," says spa manager Miranda J. Moore. Moore herself moved to Tofino for one year, but has stayed seven. "Creating magical experiences and memories—that's what keeps our guests coming back."

The only resort on beautiful Chesterman Beach, Wickaninnish Inn was voted the top-rated Canadian hotel and one of the top four resorts in North America for 2010 in *Travel + Leisure's* World's Best Awards.

Nature-inspired treatments

Ancient Cedars Spa's mission is "to unconditionally soothe the body, mind and soul by enveloping your being in a sanctuary inspired by nature, and to create for guests, the most unique and memorable spa experience possible." The spa's focus on unrivalled service and individualized experiences is manifested in several exclusive approaches and touches.

"With all of our treatments we build in extra time—we aren't a day spa where people are in and out in a short period of time. For a one-hour treatment we build in one and a half hours of time—for the guest, practitioner, and the room," says Moore, adding that not having to watch the clock gives the spa's 20-plus practitioners the opportunity to spend time with their guests and create relationships.

A number of what she calls "fluffy aspects" are also incorporated into Ancient Cedars' treatments. During a facial, for instance, practitioners spend time on different parts of the body, not just the face, in an effort to further promote a relaxing, individualized experience.

"Obviously we don't actually mention these to guests at the time of booking—we want them to be pleasantly surprised. The goal is to wow them overall and with the little things," says Moore.

Driven by guest demand, signature treatments at Ancient Cedars Spa are informed by the rich heritage and ingredients of the region. Moore collaborated with Giselle Martin, a local Nuu-Chah-Nulth ambassador, to create the spa's Hishuk Ish Tsawalk Awakening Treatment. The calming full-body treatment, designed to cleanse the mind of negative influence and to achieve balance, is based on a traditional First Nations cleansing ceremony where individuals move from frigid glacial run-off streams to a steaming hot long house. Specifically inspired by the Nuu-Chah-Nulth First Nations, the treatment incorporates four cultural elements: fire (cedar smudge), water (hot and cold shower), earth (hot stones), and air (local bird feather). The ingredients for the signature treatment are indigenous to the west coast of Vancouver Island—hand-harvested seaweed and basalt stones are collected by the spa's practitioners from the local beaches.

"It's a lengthy treatment that is very relaxing, with invigorating portions throughout," says Moore. "We even do a chant and smudge ceremony at the beginning and end, so it's quite involved. Some individuals aren't necessarily interested in the spiritual aspect of the treatment, and we can cater to that by removing certain components. But Tofino really does attract an interesting group of people that have been asking for this for a long time. It's very well-received."

Also among the most popular treatments is Ancient Cedars Spa's hot-stone massage. Although offered at spas worldwide, Moore



Photo credit: Ivan Hunter

says their version, which at 90 minutes is long in duration, is also unique in another way. "Our practitioners gather their own stones and treat them, care for them, put them out under the full moon to gather energy. It's a spiritual treatment as well."

Ancient Cedars Spa uses and retails several brands—among them, Comfort Zone, a results-oriented Italian brand that tackles anti-aging, firming, and toning. The Sea Flora product line—a certified organic, hand-harvested seaweed product from Sook, BC, at the southern tip of the island—is also used in the spa's facials and body treatments. Ancient Cedars also carries Jane Iredale Mineral Cosmetics, and Aveda hair care.

Bringing the outdoors, indoors

The spa's salute to nature is also evidenced in its design. Indeed, the entire Wickaninnish Inn was planned to bring the outside in. Natural, soothing and earthy tones are used throughout, including a lot of wood (cedar), fur, and other materials that are indigenous to the area. Even the furniture is handmade on the island, and the chosen artwork is local.

The spa itself has a total of seven treatment rooms, two of which accommodate for side-by-side treatments. "The spa is intentionally small to promote an intimate experience. It's not the least bit overwhelming, which benefits our many spa newcomers, and husbands who accompany their wives," says Moore.

Ancient Cedars features the Ocean Mist wet treatment room with a Vichy shower, steam shower, and hydro-therapy tub for full-body treatments. The spa also hosts daily, semi-private yoga classes in its Rain Forest Haven room outfitted with a cedar floor, fire place, and sliding glass doors that open to the ocean. Perhaps the most amazing room, which accommodates double treatments, is actually a free-standing building, built out on the rocks, called Cedar Sanctuary. The 145-sq.ft. room—all made of cedar—features an ocean-facing balcony with French doors.

"The sound and the energy of the ocean are so powerful. This is inherently incorporated into the treatment by virtue of the space," says Moore. "It's ambient for our guests but also for our staff to work in." ❖



Ancient Cedars Spa was named one of Canada's Top 50 Spas in Book4Time's 2010 spAwards.
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Head of the Class

Continuing education is important to keep the spa relevant and appealing

Riverstone Spa, Winnipeg

Two summers ago we launched the Opening a Spa series with the aim to prepare new spa owners for the challenges they face on the path to business ownership. In this, the eighth and final installment of Opening a Spa, we delve into education and training. In the ever-changing spa industry, continuing to upgrade worker skills and increasing the breadth of employee service repertoires are essential to keep the spa competitive.

Smarten up

The Internet has changed the way we learn and the way education is delivered. Spa professionals' education, however, remains largely unaltered by the overwhelming convenience of online courses. "A lot of people ask for online programs," says Peter Muto, director of Looks Aesthetic Academy, a boutique aesthetics school in Mississauga, Ontario. But if you're not hands-on and practical, and if you don't have somebody with experience showing you and giving you feedback, you're only half-learning something."

First-hand learning, Muto says, is challenging enough. When it comes to learning spa techniques, online courses only compound problems with comprehension, according to educators and spas alike.

"We believe strongly that you can only learn to do nails in a hands-on environment," says Erica Nieuwenhuis, general manager and educator at Bio Sculpture Canada Inc.

Bio Sculpture operates training facilities in British Columbia, Alberta, Ontario, and Quebec with regular, ongoing training and

education programs. "In areas where we don't have a training centre, we work with representatives who will rent conference facilities at regular intervals to host courses," says Nieuwenhuis.

Online serves its purpose

Make no mistake, spa owners and employees do benefit from the dissemination of information online. Employees can learn a litany of useful, theoretical information.

The International Pedicure Association offers webinars to help pedicurists identify bacteria, fungus, and other foot-related issues; best practices for senior and geriatric pedicures; and other business-oriented topics. Leading Spas of Canada provides monthly and bi-monthly webinars on business operation and marketing, topics that don't require the same kind of hands-on training services do.

"Theory-wise, you can do a lot online for the spa," says Melissa Hampson, owner and manager of Spa Ahava and Edgewater Spa in Saskatoon, Saskatchewan. "But (practical) training has to be hands-on with a human model for you to properly absorb what you're doing and for you to reproduce it at the spa."

At Winnipeg's Riverstone Spa, spa director Janice Colatruglio developed an approach that minimizes downtime caused by attending webinars. "Often my staff won't sit down to watch a webinar," she says. "We're a spa of 35 staff, so my educators and I will participate in a webinar in my office and we can disseminate that information at our regular team meetings."

Getting dirty

Effective education for spa workers involves practical experience—getting their hands dirty. Many spas bring an educator on-site to do one-on-one or small group training sessions. "We try to do everything on site," says Colatruglio.

Spa owners often prefer after-hours training sessions, avoiding disruption of daily routines and appointments. Another training option is sending workers off-site. Schools with experienced educators provide a simulated spa environment in which to hone new skills.

Looks Aesthetic Academy, for example, provides an aesthetics diploma course for students new to the industry. The school also offers advanced courses for spa employees to further their training and help the spa offer more services.

Medical spas require nurses with specialized spa-industry training. Muto's school offers advanced programs in medical aesthetics and laser technician certification. "Often doctors in the medi-spa are too busy to be doing laser hair removal and chemical peels, but these services are essential for a spa in that area," says Muto. "So a nurse, with the right training, can handle these valuable treatments."

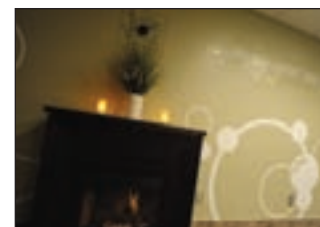
Advanced courses run from \$1,000 to \$2,000 and require 40 hours of training or more in an on-site mock-spa environment. "But if the spa pays for this training for employees, they quickly make most of the money back," says Muto.

Other options

"In our area, unfortunately, there aren't many educators who bring their services to the spa, and staff doesn't have time to go off-site for training. It's also hard for me to close the business down to send staff for training," says Hampson. "So I travel to a lot of shows to get training myself and bring it back to the spa."

Recently, Hampson added shellac to the service menu at Ahava and Edgewater. "I just went to a big trade show in Vancouver and at the show I took a bunch of classes where I was trained," she says. "I came back to the spa and passed that training on to my staff. Now we have the service on our menu."

Trade shows are an invaluable source of training for staff and managers. Keynote speakers are a great source of education on current trends and training sessions are important for the



Edgewater Spa, Saskatoon

hands-on experience. Just be sure you and your attending staff stay on track. "The key is making sure the people who go to trade shows get the most out of education," says Colatruglio.

Look at the show schedule beforehand and set out a plan of attack to get the most out of it. Often, trainers will offer several sessions on the same topic over the course of a show. If two sessions you and your staff are interested in conflict, look further along the schedule to find a suitable replacement time.

"You have to work to be sure your staff stay on track," says Colatruglio. Although trade shows are a social experience, getting caught up in the social aspect takes away from valuable education opportunities.

Retraining

Retraining is a polarizing issue in the spa industry. "We recommend nail techs certified with us take a refresher course at least every other year," says Nieuwenhuis. "This will help iron out the bad habits that have formed over the months and years."

Spa workers, Nieuwenhuis argues, fall into routines and begin to cut corners. "All of a sudden things aren't working so well anymore," she says. "We often get phone calls in which we talk aestheticians through the process as an informal kind of refresher and they will say 'Oh yes, that's how I was trained originally but I stopped taking that step.'"

Hampson discourages retraining. "I don't feel that there needs to be retraining," she says. "That's why I bring in new treatments and services all the time." In the spa industry, a new trend is always a season away. Hampson believes a better allocation of resources is adopting the new trend to update worker skills. "In four years I'm not going to teach you how to do a pedicure again," says Hampson. "As an owner, it's up to me to make sure the staff and clientele aren't getting bored. Even if it's just adding different scents or products, it's fun to have new services."

It's up to spa owners to determine whether employees require retraining on any of the services. "All areas of training are important, you can't avoid continuing education," says Colatruglio. "This industry changes so quickly, you're constantly educating and revamping and reorganizing. Whatever training or education you need, you have to get it however you can." ♦

Skills Canada showcases up-and-coming talent

The Spa Olympics

If you're looking to hire a young, ambitious, and talented beauty and aesthetics professional, there is one sure-fire way to find the best of the best. Simply look to the Skills Canada National Competition to meet the best students in their fields, from right across the country.

"The Skills Canada competitions provide an amazing pool of candidates for jobs," says Debbie Banfield of national, not-for-profit Skills/Compétences Canada. "The highest calibre of students goes through these competitions. The fact that these students are willing to work this hard to get to a national or world level says everything to me about their self-motivation, self-discipline, and the skills they have."

Banfield is the Skills/Compétences Canada and WorldSkills Canadian expert in aesthetics and the director of aesthetics at the Woodford Training Centre in Conception Bay, Newfoundland and Labrador. She has been involved with Skills Canada for almost 15 years. The organization offers experiential learning opportunities including skilled trades and technology competitions for young Canadians through regional, provincial/territorial, national, and international events, as well as skilled trades awareness programs.

The Skills Canada National Competition (SCNC) is the only national, Olympic-style, multi-trade and technology competition for young students and apprentices in the country. Every year, the event brings together approximately 500 young people from all regions of Canada to compete in over 40 trade and technology areas, including Beauty Therapy/Aesthetics. Students vie to win the honour of being crowned the best in their chosen discipline. Every two years, Canada also competes against the best in the world at the WorldSkills Competition, the largest international vocational skills competition.



Isabelle Collin won Silver and Best in Nation at the 2009 WorldSkills Competition.



"It's a tiered program. Students are chosen to represent their school in a regional competition—winners earn the right to enter provincials, and then nationals, then worlds," says Banfield. "The most important aspects of the competition are the inspiration and motivation it provides, but also the education. It's wonderful to see these students drive to improve their own skills and recognize their passion."

After winning the top spot at the 15th Canadian Skills Competition, in May 2009 in Charlottetown, Prince Edward Island, Medes College student Isabelle Collin of Dieppe, New Brunswick, represented Canada at the 40th WorldSkills Competition in Calgary in September that year. Canada hosted more than 900 competitors from 51 countries. Collin earned Silver (in the Beauty Therapy category), and took home the Best in Nation award (for the highest mark of all the Canadian competitors).

"It was an amazing experience. It helped me grow as a person but also into my career, it built my self-confidence, it means a lot now to my clients, and it's great for future job prospects," she says, adding it was also a lot of work.

Massage, waxing, facials, themed or fantasy make up (like the signature Twiggy flower over one eye, which Collin had to complete

at the world competition), and nail art are among the categories within the aesthetics portions of the competitions. And the judging is strict says Collin: "The tiniest thing can cost you a lot of points. Your posture has to be perfect. You have to smile the whole time. You have to maintain the modesty of the client since you're waxing and doing massages in front of a lot of people. You have to clean your tools and station before and after. The list goes on."

Collin says at the outset of her journey, she had not realized there was a national, much less world, aesthetics competition. But the experience has stuck and is driving her further, she says. "These competitions helped me achieve so many goals. I don't want to stop there. I don't want to be just a regular aesthetician; I want to be more than that."

This year's SCNC will take place in Quebec City June 1 to 4, 2011. The 41st WorldSkills Competition will be held in London, United Kingdom, in October 2011. Riverview, NB's Jenica Bubar will compete for Canada in the Beauty Therapy category at this year's WorldSkills competition.

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Power-up your waiting room as a strategic sales venue

Think of a typical waiting room: it is a punishment to endure. However, a savvy spa owner can take that pit of ennui and turn it into an entertaining opportunity to increase business. Now, the waiting room can become an educational extension of the whole spa experience.

Front line of sales

The front desk can be the most important merchandising area for the spa. "Think of yourself as The Bay. At checkout, there are always promotions about something," explains Larry Oskin, president, Marketing Solutions. "Have at least one or two counter cards every bi-monthly period, and use the visual space at the front desk to get your message in front of your customers."

Somewhere near the front desk, Oskin suggests creating a 'wall of fame' highlighting various elements to increase interest in your business. It could include the story of the spa, and profiles of key personnel.

Rachel Bourdon is the manager of Studio 157 spa in Gatineau, Quebec. She said the waiting room at Studio 157 features photos of the proprietors on the wall, as well as advertisements of products, new treatments and the specials of the month.

"Our posters are beautiful, colourful signs we have printed professionally," Bourdon says. "Often people ask us about the ads they see on our walls."

Add information and touches to promote the character of your spa and entice your clients to take time to read and view the materials you are sharing. Last October Studio 157 held an Open House to celebrate the spa's 30th birthday and Amelie Grenier, a famous Quebec comedian, was there. A photo of the two spa proprietors with her is on the wall now.

Broadcast news

Having a television in the waiting room is a good opportunity to promote your business and products. Companies like CaerVision and HighTech Message provide video solutions. CaerVision offers educational information that can be customized to suit your spa, covering your products, promotions, staff and salon. HighTech message is fully commercial, and solicits advertisers from the community relative to your spa so the televised video becomes a profit centre itself.

"Be aware it's not just about putting a video on the screen, but you should plan a marketing calendar, so the video changes, showcasing new tips, new

promotions," Oskin adds. "We recommend working with six bi-monthly periods. You want to be careful to pace yourself."

Merging with retail

In the waiting room, you should pull out all the stops to market products and treatments: brochures, a flatscreen with video to market products and treatments, and so on. "Use the waiting room as a second space for retail space," says spa designer Sam Margulies of Atmosphere Spa Design.

In fact, a strategic spa will combine the retail space and the waiting room. Always have sitting spaces in the retail space, and allow clients to sit in the middle of the retail space, so they can view products. Have testers available so they can try products, and brochures to ease their purchasing decisions.

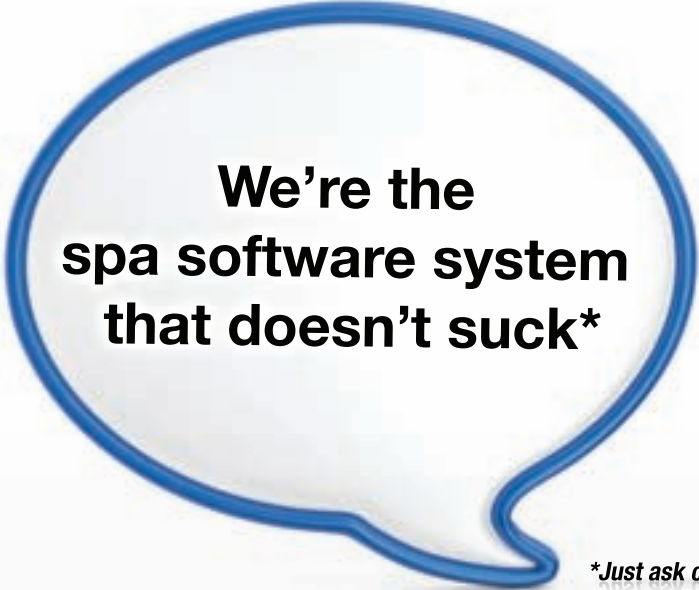
Extend the experience

Entice your clients to spend a little more time with you before dashing off out the doors, and encourage them to linger in the waiting room a bit, once their spa experience is finished.

At Studio 157, a juice bar is set up in the waiting room for new arrivals, or clients on their way out. It makes them feel pampered, and is also a smart tool to ensure their spa experience is sublime. "A lot of people come after work and don't have time to go to dinner first, so they are hungry," Bourdon says. "We provide a little something to put in their stomach, so they aren't distracted by hunger during their massage. As well, often after a massage people are hungry, and happy to take a fruit on their way out."

On busy days, Oskin suggests booking demos in the waiting room itself, providing there's space. "It could be anything from a chair massage to makeup demos, or even a health professional offering tips and advice," he explains. "Product demos can be a way to entice clients to purchase, or to book further treatments. And overall, it can simply just be interesting or entertaining." ♦





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Are you the best-of-the-best?



If you're proud of your spa, if your clients are well-satisfied, and your marketing efforts progressive, it's time to tell the world. Go online and nominate your spa in one of the categories offered by spAWARDS and earn the rights to tell the world your spa is a leader.

A call for nominations is out, for 10 award categories including Canada's Top 50 Spas. Other categories cover everything from the most romantic spa, to top spa cuisine, and recognition for spa innovation. These "best of" awards were created to enable consumers to discover some of the hidden gems, and to spotlight the best operators in our industry.

Anyone can nominate a spa through the online nomination form. Awards criteria includes website creativity and presentation, availability of information about treatments and pricing, ease of online reservations, effectiveness of gift cards and loyalty programs, innovative spa treatments, outstanding marketing programs, and overall guest satisfaction.

Spa Inc. is the official Canadian media sponsor for spAWARDS, recognizing outstanding spas across the country and in specific categories. We will be part of the judging panel for the Top 50 Spas in Canada category and we know it will be a tough competition—this country is replete with fantastic spas offering a great diversity of treatments.

SpAWARDS were launched by Book4Time last year, and the immediate response was strong. Winners are granted access to the award logo and marketing materials—so they can use it to promote their spas and advertise their accomplishments. Last year's winners were announced in February. A complete list of winners can be viewed on the website at www.spawards.com.

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Belmonda

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Belmonda
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A yellow rectangular advertisement for Belmonda. It features a woman with long dark hair, wearing a white top, sitting at a desk with a laptop and a vase of flowers. The woman has her arms raised in a celebratory gesture. The background is yellow with decorative circular patterns on the left side.

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www.reachfortherainbow.ca

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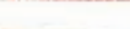
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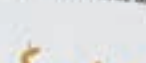
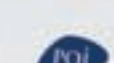
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Pink Ribbon Boutique

Passionate about helping women. Specializing in prosthesis and post-mastectomy/post lumpectomy products.

www.pinkribbonboutique.ca

*F*rom the time she opened her multiline lingerie shop in early 1994, Marie Randorf fielded so many requests for prosthesis fittings and mastectomy bras that she decided to transform her offerings to meet the needs of so many women struggling with breast cancer. She studied the field, earned manufacturer's certifications and registered with the provincial government. Randorf's passion for helping women has turned her Pink Ribbon Boutique into a valued specialty business for prosthesis and post-mastectomy/post lumpectomy products, balance shapers, bras and bathing suits.

"It is saddening that I have so many customers," she says. "More and more women are dealing with breast cancer and the surgery that often goes with it. I would gladly close up my shop if research could be successful in eradicating this disease."

Randorf is always shocked by the youth of so many of her customers—indeed, the average age of her current clientele is early 40s, many with kids. The Canadian Cancer Society estimates more than 20,000 women will be diagnosed with breast cancer this year.

Pink Ribbon Boutique carries extensive inventory so most patients can get exactly what they need in one visit. Randorf works closely with the staff at many cancer clinics and Greater Toronto Area hospitals (including Mount Sinai, Sunnybrook, North York General, Markham-Stouffville and the Uxbridge Cottage Hospital) to serve post-treatment patients.

The cost of a fitted breast prosthesis starts at about \$375, and post-surgical bras range from \$75 to \$115. OHIP covers some of the cost with its Assistive Devices Program and many extended health insurers provide additional funding toward the balance. Pink Ribbon Boutique currently carries the Amoena and Trulife lines.

"There is a great deal of finesse in proper fitting of these devices and unfortunately many provincial governments have removed formal certification of fitters/retailers with the resultant relaxing of experience at the retail level," she says. "This is not a product one would be advised to get at a department store or lingerie retailer unless there is an experienced and certified person to help with the selection and fitting."



For more information, or to book an appointment with an experienced fitter, please contact:

Marie Randorf

Pink Ribbon Boutique
377B Main Street North
Markham, Ontario L3P1Z3
905-201-7371
www.pinkribbonboutique.ca



A Cautious Friendship

Help spa clientele maintain a positive relationship with the sun this summer

The sun makes all life possible. Without it the planet would be a frozen, uninhabitable sphere blasting through space at more than 60,000 miles per hour.

According to the US National Aeronautics and Space Administration's Earth Observatory, the sun's energy generates clouds, cleanses our water, produces plants, keeps the climate stable, and drives ocean currents and thunderstorms.

Yet for all its good, the sun can also be a remorseless destroyer. Ultraviolet radiation produced by the sun is damaging to the skin. It suppresses the skin's immune system and can cause cold sores to reactivate, according to Dr. Benjamin Barankin, dermatologist and medical director of the Toronto Dermatology Centre.

"It can also cause pre-cancers and skin cancers to develop years following exposure," says Barankin.

The challenge is to strike a balance between proper sun exposure and overindulgence. The spa can be both a source of education and a station of reprieve for sun-loving Canadians, providing the products, treatments, and information people need to enjoy the sun while avoiding its ill effects.

Ouch!

"In the summer, the worst thing by far a person can do to their skin is get a burn," says Barankin.

According to Environment Canada, more than one in seven Canadians will develop a form of skin cancer during his or her

Help clients protect their skin by offering products with sun protection or skin-restoring ingredients.



Correctionist Nighttime Restoration Treatment

A deep-penetrating night treatment for face and neck that firms, lifts, and hydrates while stimulating cellular renewal and protecting skin against the day's environmental stress.



Obagi Professional-C Serum

Prevent premature signs of aging and protect against environmental damage with this vitamin C rich serum. vitamin C neutralizes free radicals to prevent skin cell damage.



Murad Essential-C Daily Renewal Complex

The anti-aging effects of vitamin C are amplified by Murad's patented skin repair system to improve skin elasticity, stimulate collagen synthesis, improve skin clarity, and provide powerful antioxidant protection.



Elta MD Skincare, UV Clear SPF 46

SPF 46 with nine per cent micronized zinc oxide and high-purity vitamin B3, the lightweight formula calms and protects acne prone skin.

lifetime. But fear of sunburn shouldn't keep people out of the sun entirely. A number of studies, including research from the Harvard Medical School, indicate sun exposure is beneficial to human health. Vitamin D, a vitamin many Canadians are woefully lacking, comes from sun exposure and aids in bone density.

"Tans are actually protective and as long as you don't go outside and burn, you're quite okay in the sun," says Dr. Jason Rivers, clinical professor of dermatology at the University of British Columbia and regional director of the Canadian Dermatology Association's National Sun Awareness and Skin Cancer Prevention Program.

To ensure clients tan rather than burn, dermatologists recommend spas stock sunscreens no lower than SPF 30. "Advise clients to reapply sunscreen often, at least every three hours," says Barankin.

If a client works outdoors, or likes to tan between the hours of 10am and 2pm, they need to protect the skin more vigorously, as this four-hour window is the most dangerous for UV exposure.

"Sport sunscreens are designed to resist sweat and water exposure, so they don't run as easily," says Rivers, adding they are therefore particularly useful for facial application.

Sunscreens with ingredients like titanium oxide and zinc oxide are excellent, as are those containing Parsol 1789 or Avobenzone and Mexoryl, according to Barankin.

Afterburn

Following a burn, the spa can offer services and advice to ease the pain and help clients recover. "Cool compresses are soothing following a sunburn," says Rivers. Clients should be reminded to stay out of the sun and pick up an anti-inflammatory like ibuprofen. Topical steroids, like hydrocortisone, can help ease inflammation and pain. A dermatologist should be consulted to determine whether a topical steroid is appropriate.

To help recover and soothe burns, the spa can offer products containing retinol, green tea, and glycolic acid.

An often untapped source of revenue in the spa can be summer clothing. "Clothes and hats will always be superior to sunscreen," says Barankin. Wide-brimmed hats, sunglasses, and baggy, lightweight tops can provide clients protection from the sun, helping speed recovery and avoid further burns.

A golden tan looks nice, but may not be worth the risk of burning. Help protect your spa clientele by offering everything they need to enjoy the sun and stay safe. ♦



Yon-ka Vital Defense

Vital Defense is an age-prevention, anti-pollution, antioxidant daytime moisturizer in a lightweight, fast absorbing formula that's perfect under makeup.



Kerstin Florian Spa Sun Aloe Gel

This fast-absorbing after-sun therapy with algae and aloe vera leaves the skin feeling soft and hydrated.

Mary Cohr Mineral Defense SPF 30 Sun Protection Cream

The highest level of protection available from Mary Cohr effectively protects the skin during sun exposure and fights against the harmful effects of UV rays.



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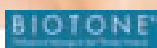
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by Isabelle Villeneuve



The new face of anti-aging

It's a fact, life expectancy increased by 40 years over the past century. The world population is growing older, leading to more and more studies on aging. Decades of cosmetology work has sought ways to diminish the signs of time. Here are the five latest major scientific discoveries that are revolutionizing anti-aging treatments.

Stem cell developments

Stem cells demonstrate great promise in regenerative medicine. Nestled in the heart of the skin, they orchestrate the natural and constant renewal of the epidermis. As their numbers are low, they are extremely valuable. They are also very vulnerable, therefore it is important to protect them.

An extraction of stem cells from a rare Swiss apple, known for its potential to promote longevity, won the European award for innovation in 2008. The result of extensive research, it demonstrated the ability to protect the activity of epidermal stem cells, keeping them in a microenvironment of favorable nutrients and protecting them from UV rays. Protecting the epidermal stem cells promotes cell regeneration in the hollows of wrinkles. The result is healthier, younger-looking skin.

Sirtuins: proteins for longevity

Common to virtually all living organisms, from bacteria to humans, sirtuins are abundantly present in the tissues of centenarians. A coincidence? Not really. Scientific research has shown that these proteins are central to certain complex mechanisms. They promote a lengthening of life for individuals following caloric restriction. In the skin, the sirtuins are key elements of cellular repair.

This discovery gave birth to a new agent: rice extract. It increases the development and production of longevity-promoting proteins in skin cells. By slowing the rate of cell division, it allows cells to conserve energy and live longer. Similarly, DNA has more time to fully repair itself. The "youthfulness" of the skin is preserved.

Telomerase in the service of telomeres

In 2009, the Nobel Prize for Medicine was awarded for research on telomeres and telomerase. These are key genetic elements

involved in the regulation of the cellular aging process. When a cell divides, the ends of their chromosomes—called telomeres—shorten, diminishing the capacity for replication of the cell and lead to aging. Telomerase is an enzyme capable of maintaining the full length of telomeres, which results in increasing the operational life of the cells. A plant extract can now induce the development of telomerase in skin cells. Obtained from the roots of *Scutellaria baicalensis* Georgi—the most commonly used plant in Chinese medicine—baicalin increases cell working life by about 10 per cent, thereby delaying aging.

Chronobiology in the skin

Chronobiology is the science that studies biological rhythms. Research in chronobiology shows that several aspects of the skin vary according to the alternation of day and night, for example, the temperature of the skin, sebum production or pH levels. In skin, these changes are orchestrated by "clock" genes. They set the tempo in the cell: during the day they protect themselves from environmental stress, while at night they run all repair-related functions. But external factors such as UV radiation can decrease production making them less effective at protecting and repairing themselves. A new cosmetic agent (a peptide) fights against the desynchronization that occurs with age, maximizing the daytime protection of cells and nighttime regeneration.

Cellular detoxification

With age, the natural system of elimination of toxins (from stress, pollution, and UV rays) is overrun and the skin no longer regenerates itself properly and ages faster. The purified extract of a microorganism called *Candida saitoana*, rich in glucans, reboots the cellular detoxification system. It helps eliminate toxins and recycles the debris into new materials to boost regeneration. The skin can then concentrate fully on the cellular repair mechanisms. The effectiveness of other skin agents is amplified and the results are prolonged. The aging process is slowed. ❖



Isabelle Villeneuve is scientific director—head of innovation at Laboratoire Dr Renaud. Passionate about cosmetology, she has more than 20 years of experience, contributing to the development of Laboratoire Dr Renaud since 1995.

EQUIPMENT PACKAGES

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2011

Lower prices!

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
- GD3033 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



► **Orly** celebrates the refined glamour of porcelain, the vibrant sheen of silk, and the lush sparkle of priceless gems in its new, spring collection "Precious." Colours like Pure Porcelain (beige crème), Gilded Coral (coral gold shimmer), and Sapphire Silk (deep blue teal), are must-haves this season.
www.orlybeauty.com



▲ **Essie's** French Affair spring collection will melt away the winter woes and catapult you into spring satisfaction. These six colours are inspired by the beauty of Southern France. The line includes Kisses and Bises, Sand Tropez, Topless and Barefoot, French Affair, Nice is Nice, and Coat Azure.
www.belmonda.com



▲ **China Glaze** presents its Island Escape summer line featuring a rainbow of brilliant, seasonal colours. Mix and match these hot hues to add a candy-like pop to that summer manicure and pedicure. From Papaya Punch to Senorita Bonita, the summer colours are sure to dazzle.
www.aiibeauty.com



◀ **Deborah Lippmann's** Glitter in the Air is a fresh springtime glitter polish that thrives on restraint. Inspired by Pink's sparkling performance at the 2010 Grammy Awards, glitter is used sparingly in this understated creamy polish, creating an ethereal, dream-like appearance.
www.lippmanncollection.com



► **OPI** offers a touch of the south with its Texas line. From Suzi Loves Cowboys (pictured here) to Austin-tatious Turquoise and San Tan-Tonio, these cool colours embrace the summer heat.
www.opi.com

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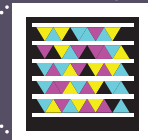


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T4 Spa Concepts and Designs stands behind the Ispa pedispa chair. The chair features an iPod dock and built-in speakers to let your customers escape the world outside and relax in their own space. The spa basin includes a jet with disposable liner, a single head control mixer, multi-functional shower head with backflow prevention, push button switches, and a built-in LED light.
www.t4spa.com



AminoGenesis Skin Care unveils its new Lips to Love instant lip plumper. The formula increases collagen production in the lips, instantly plumping them up for an irresistible pout. The vibrating wand increases circulation and product absorption.
www.aminogenesis.com



Repêchage introduces the new Sea Spa Collection of four blissful body treatments. The Sea Spa Mineral Bath Salts and Sea Spa Bubble Bath soothe sore muscles and soak away stress. The line also includes Sea Spa Massage Bath & Body Oil and Sea Spa Body Wash.
www.repechage.com



Mary Cohr eliminates stress from within the skin with NutriZen comfort recovery cream. Lotus extract eliminates tension and restores a radiant glow, while Omega 3, 6, and 9 protect the skin from the outside by restoring a perfect balance of essential fatty acids.
www.baronesse.com



Le Mieux's new TGF-β Booster is an incredibly powerful new anti-aging serum that lifts and smoothes fine lines and wrinkles by stimulating collagen and elastin growth. A professional size, 2oz bottle provides great value for spa owners. The TGF-β Booster combines the effectiveness of peptides and powerful anti-oxidants to help combat premature aging.
www.lemieuxcosmetics.com



Ancient Secrets' Acai Berry series captures the wholesome essence of the acai berry. With 10 times more antioxidants than red grapes and 10 to 30 times the flavonoids of red wine, the acai berry is a synergy of healthy fats, fibre, and phytosterols. It holds an almost perfect essential amino acid complex in conjunction with valuable trace minerals, vital to tissue regeneration and, when applied externally, translates to vibrant, healthy skin.

www.beautythroughbalance.ca



Medispa Holdings Inc.

offers the Abrastim Sapphire Photo Abrasion System—the ultimate combination therapy for the skin. The system combines the latest in red and blue light rejuvenation therapies, sapphire gem microdermabrasion, lymphatic drainage, and micro current with botanically infused phyto-active treatment gels that dramatically improve the skin's health and appearance from the very first treatment. The system won an award in Paris for its instant results on aging skin and is the only machine on the market that can be used inside the orbital bone to lift saggy skin around the eyes.

www.medispa.ca

Image Skincare is proud to offer the next generation revolutionary day and night eye crème that contains high concentrations of growth factors derived from plant stem cells to protect skin cells and prevent aging effects caused by free radical damage. It reduces the appearance of fine lines and wrinkles, and reduces puffiness and inflammation. There's more: it contains grape, alpine edelweiss, and apple stem cells for maximum age prevention.

www.epbeauty.ca



SST Signature Series' Spring 2011 collection, FRESH, is about using makeup in a way to promote healthy skin and give a visible radiance to the skin. All products from this Canadian company are mineral based and made without parabens or synthetic fragrance and are not tested on animals.

Skin Perfecting Balm with Tea Tree is a weightless his and hers balm to help smooth away fine lines while healing skin imperfections in a colourless matte finish. A blend of vitamins C and A for a strong anti-oxidant kick, along with tea tree for antiseptic healing, and chamomile for skin smoothing make this balm great for oily and acne-prone skin, to minimize large pores and help makeup stay put all day long.

Extended Wear Gel Eye Shadow and Eyeliner is available in two popular eye intensity shimmer powders: Two Faced and Silver Weary, in an easy-to-use gel formula. This versatile gel formula can be worn as an eye shadow or eyeliner, and allow the creation of the precise look of a liquid line or a sheer wash of shadow colour in one product. This formula is completely smudge-proof and won't budge all day.

High Shine Lip Polish is available in a new collection of colours, Slick and Chic, in a superior liquid lip gloss treatment. These wet look glosses contain sweet almond oil, jojoba oil, and rice bran extract, as well as vitamins C and A for an anti-oxidant boost.

www.sstsignatureseries.com

by Larry Greene

The excitement continues Phase 2: Construction of Quebec's Bleu Spa

Over the bulk of winter, the lack of snowstorms in the Outaouais region was a godsend for our contractor. By late February we were nearly halfway through construction, and still on time, thanks mostly to the weather. Three major storms missed the area. Moreover, it was a relatively mild winter, allowing for normal progression in all aspects of structural development of the main building.

The fact that the Bleu Spa is attempting to become LEED certified, the first of its kind in Quebec, has posed a variety of challenges. Whether the constraints involve water efficiency, CO₂ emissions reduction, improved indoor environmental quality, or simply energy savings, there has been a growing landscape of difficulties surfacing over time. What began as a monthly supervision meeting with our architects has multiplied to a series of visits and phone calls, all involving the LEED project checklist. One example involved replacing a low-emitting adhesive, approved by the LEED program, with a non-approved replacement, simply because of the weather temperature. The former adhesive could only be applied in temperatures above 10° Celsius, while the replacement could be applied in sub-zero weather. As we are on a tight schedule to open for August 2011, the decision to introduce a non-approved adhesive put our LEED certification in jeopardy. Management finally decided that, although the prestige of becoming LEED certified was very important, we needed to do all that we possibly could to open for the fall.



A second major challenge involved the number of relaxation areas available for the winter season. The plans reflected a lack of seating space throughout, during the cold season, which was resolved by a decision to add an indoor, windowed level with a central fireplace directly on the roof of the Hammam (Turkish bath). Although there was a cost factor as a result, our team was inspired by the "wow" factor.

The last of the news is quite positive. The Bleu Spa learned in late February that it had met all of the criteria for the Immigrant Investor Program, an Investment Quebec grant program for small business ventures in the province. We were wined and dined in Montreal by the managing directors of the National Bank, and presented with a check for \$250,000. ♦

Larry Greene is the co-developer of Bleu Spa, set to open its doors in August. 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.

Shopaholics, get ready!



Belmonda Beauty Academy announced the launch of its new online store. Customers can now order the products they need, the moment they need them, in a convenient and reliable way.

All products, from sterilization equipment to furniture and skin care creams, are now available for order 24 hours a day, seven days a week. All online orders will also receive a 10 per cent discount for a limited time.

More information can be found at www.belmonda.com or by calling 866.647.4100.

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events.**

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Please forward your events to
Bernadette Johnson at
bjohnson@dvtail.com

EVENTS

June 2011

Spa Management Training
May 30-June 2
Mississauga, ON
www.spaformation.com

Yoga Conference
June 2-5
Minneapolis, MN
www.yogafit.com

Premiere Orlando
June 5-6, Orlando, FL
www.premiereshows.com

ISPA Connect
June 6, Carefree, AZ
www.experienceispa.com

Esthetique Spa
International Quebec

June 12-13, Quebec City, QC
www.spa-show.com

Allied Beauty Association
Annual General Meeting
June 14-17, Halifax, NS
www.abacanada.com

A4M Brazil
June 17-19, Sao Paulo, Brazil
www.anti-agingevents.com

International Esthetics,
Cosmetics and Spa Conference
June 18-20, Las Vegas, NV
www.iecsc.com/lv

Spa and Resort Expo and
Conference
June 28-29, New York City, NY
www.spaandresortexpo.com

Spa and Resort/Medical
Aesthetics Expo and

Conference
June 28-29, New York, NY
www.spaandresortexpo.com

July 2011

World Massage Festival
July 14-17, Cullowhee, NC
www.worldmassagefestival.com

Yoga Conference
July 14-17, Scottsdale, AZ
www.yogafit.com

Beauty Week
July 30-August 2,
Las Vegas, NV
www.probeauty.org/beautyweek

Cosmoprof North America
July 31-August 2,
Las Vegas, NV
www.cosmoprofnorthamerica.com

B.C.

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June 13, July 17; Advanced
Sculpting & Nail Art, June 14,
July 18.

Prince George: Certification
Course, July 10; Advanced
Sculpting & Nail Art, July 11.

Kelowna: Certification Course
July 24; Advanced Sculpting
& Nail Art, July 25.

Info: 877 424-6435 x809
www.biosculpturenails.com

Nfld.

EAST COAST BEAUTY

St. John's: Experience Elumen
June 13.

Corner Brook: Be Blonde, June
13; Experience Elumen, June 20.
www.eastcoastbeauty.ca

Ontario

BIO SCULPTURE NAILS

Hamilton: Advanced Nail Art

July 4; Certification/Refresher
Course, June 13, July 11;
Advanced Sculpting and Tip
Application, June 20, July 18;
Manicure and Pedicure
(4 days), June 6-9.

www.biosculpturenails.com

Quebec

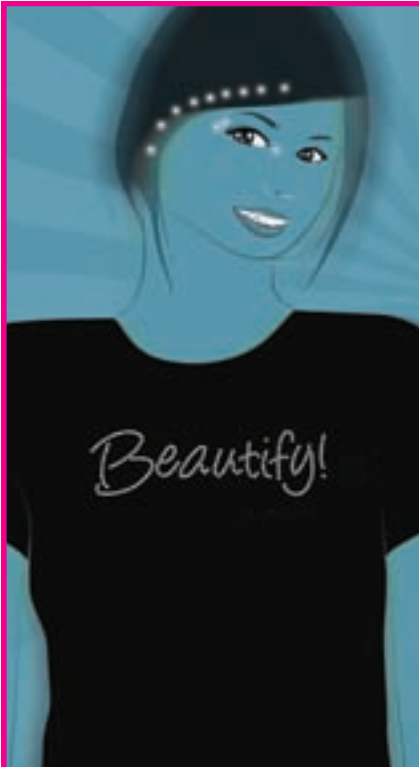
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Facial and Skin Care (5 days)
June 13-14, 20-21, 27;
Waxing (2 days),
June 28, July 4.

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Nicole Verzyden



Photo: Danielle May

For the past five years, Nicole Verzyden has worked with her team of professional therapists to make The Spa at Deerhurst a beacon of Canada's spa industry. The spa completed a full renovation and redesign in December 2007, accompanied by a new menu of high-end services. Before her time as director at Deerhurst, Verzyden worked at a consulting and design firm offering services, products, equipment, and education to spas across Canada. She worked with many spa owners and managers to strengthen businesses and educate staff.

The most frightening thing I've ever done was...stand up in front of a group of people for the first time and give a full-day seminar. I actually had to walk out of the class at one point to regroup. After finding my confidence, training and educating in the spa industry has become a passion.

The most important part of a spa is...the hiring process and training. Employees, including concierge and reception staff, are the heart of the spa business. Ensuring the right people are hired and comprehensive training programs are offered is key to success.

If my spa offered one service...it would have to be a hybrid between a facial and a massage. Combining these two would truly give a full body treatment.

The most relaxing sound in the world is...waves crashing on the beach.

I joined this industry because...I enjoy feeling like I have made a difference in people's lives.

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