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Fall 2012

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Change for the better

As Canadians become more and more committed to taking extra steps for their own health and wellness, and using new products and tools as part of their regular beauty regime, we in the spa industry can be proud about how innovative this industry has become.

From products to tools, techniques to concepts, the spa and wellness industry continuously develops new ways to best meet health and beauty needs, and reinvents itself to meet the desires of the communities in which it operates. This issue of *Spa Inc.* celebrates some aspects of that constant innovation.

Innovation is such a broad word—it can be used to imply different things. Medispas are beacons of innovation as they develop new ways to apply the medical and scientific knowledge and tools in our constant drive to slow down the aging process and put our best face forward. Product developers innovative with the latest research to include natural and scientific ingredients for more effective results. The industry as a whole enjoys an innovative approach taking the focus away from the individual product or treatment, and placing it instead on a holistic approach to wellness and beauty.

With such driven, capable and advanced experts shaping the spa industry, the future is exciting indeed. What will be next? A reversal of skin's aging, or a treatment that prevents sun damage? New ways to soothe and heal people with disease? Rub your crystal ball and share your insights! Please send your thoughts on the big "spa innovation" of tomorrow—email me at hednie@dvtail.com.

Have a delightful autumn
of colour, air and change.

Heather Ednie

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Hotel and spa chains are joining forces to help bring clean water to communities without. Six Senses Resort & Spas is spearheading the Hotel Water campaign, and already a number of other hotel chains have joined.

An estimated 1 billion people do not have adequate safe water, 2.5 billion people lack access to basic sanitation services, and every minute, four children die of water-related disease. But the Hotel Water Campaign could really make a difference.

The concept, already underway since late 2008 at Six Senses, is for hotels to ban imported water onsite and instead, filter and bottle their own in reusable glass bottles for sale to customers. As part of the campaign, 10 per cent of those sales will go to organizations to bring clean water to needy communities.

At Six Senses, the water is enhanced and energized by VitaJuwel gem stones and classical music, becoming Six Senses Wellness Water. The resort company has eliminated carbon emissions from the transportation of water, and the waste created by plastic bottles.

"Our industry, travel and tourism, is focused on the privileged few; the richest 10 – 20% of the world's population," says Sonu Sivdasani, chairman and CEO, Six Senses Resorts & Spas. "Unfortunately the planet is now too small from the perspective of resources to provide the entire population of the world the luxuries of travel and tourism. Resource scarcity is not just an issue of the future but a present day challenge. Access to fresh and clean water should be the right of all men and women on this planet, but 2 billion people do not have this basic right. The Hotel Water campaign is a perfect opportunity for our industry to change that and together solve the UN's Millennium Goal No. 7."

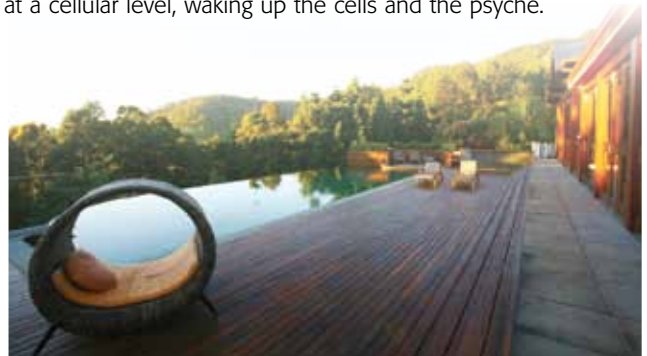
Giving credit when it's due

In our Winter 2012 issue, on page 19, photos of the beautiful food at The Windsor Arms Hotel were taken by photographer Richie Arellano. Our apologies for having omitted to provide the photo credit.



Drumming for wellness

On the Gold Coast in Queensland, Australia, Gwinganna Lifestyle Retreat's exclusive new treatment soothes the senses with the power of sound. Senior therapist Petrina McInnes developed the spa's new "Australian Spirit of Sound" treatment, which features a combination of massage techniques with live percussion including drums and rainsticks, and Hawaiian basalt rocks all choreographed to carefully selected music. The healing power of vibration is a unique component of this treatment, and is especially beneficial for people with adrenal fatigue, digestive issues, and stress related disorders. Using the art of drumming, the vibration reaches places deep within the body and mind at a cellular level, waking up the cells and the psyche.



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Taking it personally

With custom-blended skincare and a host of experts, The Ritz takes spa-goers on a personal journey to wellness

At the Spa at The Ritz-Carlton, Toronto, they take things personally. After being open for only one year, the spa—which also includes a yoga and fitness studio, lap pool, and beauty bar—has already undergone a transformation that will allow staff to improve and enhance the wellness concept.

“We had this beautiful spa and all of these amazing components, and we were looking at a way we could unify all of those areas,” says Maria Haggio, spa operations manager. “How we could tie it all together under one concept and really make everything customized? We realized most of our guests were looking for very personalized, very customized experiences.”

The solution was to introduce Spa My Blend by Clarins, a skincare system that originated in Paris and is available exclusively in Canada at The Ritz-Carlton. This ultra-

personalized experience begins with a thorough, 20-minute skin analysis by a skin coach using state-of-the-art diagnostic imaging technology. After identifying the effects of lifestyle, environment, and life stage factors on the client’s complexion, a facial treatment is prescribed using a unique blend of customized products and personalized booster serums to address the issues identified (such as pigmentation, fine lines, or sensitivity). The corrective therapies, with optimum concentrations of peptide complexes, vitamins, and plant extracts, increase the skin’s natural defense potential, strengthen its regenerating capacity, and protect it from premature damage. Including support products such as cleansers, exfoliators, and eye creams, there are a possible 200 skincare regimens a coach can create.

“I’m convinced this is the way forward for the spa,” says Haggio adding her spa guests want custom made, not generic. “They want things that are tailor made to them so they can get

the most out of the precious time that they have in the spa, in the gym, in the yoga studio, or whatever it might be."

The spa decor also feels quite personal. The inspiration throughout the hotel was Canadiana, with a truly local flavour brought in through art. The colour scheme is calming, based on the transitioning of the seasons with lots of leaves and burnt oranges. "It's supposed to represent transformation," says Haggio, "whether it's the transition of the guest coming to the spa and moving from stress to relaxation, or transitioning into a new you."

The overall feeling is warm and comfortable, not overtly masculine or feminine. Timeless. Elegant. Serene. Textural. Lots of natural light flows into the space, even into some of the treatment rooms.

Its own transformation complete, the focus now for the spa is to go deeper into helping clients achieve greater overall health and wellness. Haggio is looking to increased collaboration with experts in the field to elevate the spa to a centre for wellness and a source of information for guests to learn how to eat, sleep, and live better.

"It is already our solid concept but it's a never-ending journey of learning. Things change all the time so we'll be changing too, bringing the best-of-the-best to the spa." ♦

Opened: 2011

Size: 23,000 square-feet

Number of treatment rooms: 16

Number of staff: 30

Retail: Spa My Blend by Clarins



Health and luxury for her

Toronto's Body Blitz sets the bar using water therapy

Step aside gentlemen; this sanctuary is an escape for women only. Body Blitz Spa, located in a trendy 11,000-sq. ft. warehouse in the heart of downtown Toronto's King West village, is an urban hotspot that focuses on the health by water philosophy.

Growing up in a household of women, it is no surprise that sisters and co-owners Laura and Rena Polley introduced Toronto to its first women's only water spa. Body Blitz, which opened in 2005, is based on the ancient European model of communal bathing. The Polleys wanted to provide a relaxing space for women to feel comfortable while exposing their skin to the nutrients in the spa treatments.

Body Blitz was built in an old Fort York warehouse from the late 18th century. The designers kept the brick from the historical building and complemented it with limestone, pine pillars, dark wood, and expansive ceiling heights.

"We added a beautiful curved glass wall that flows through the hallways; it is a great addition to the décor," says Sara DeRuiter, director. The combination of the natural elements, low lighting and slight modern twists enhance the ambiance.

Although the spa's reputation is built on its therapeutic water circuits, the Body Blitz menu also features registered massage therapy and replenishing body scrubs, glows, and muds.

Using dead sea salt, hot green tea, and cold plunge pools along with an aromatherapy steam room and infrared sauna, the spa created a circuit consisting of a series of body soaks, steams, and plunges. The objective is for clients to elevate their body temperatures in hot zones to sweat out and dislodge heavy metals, toxins, and pollutants from the core of their bodies. It is also designed to ease sore muscles, improve the respiratory system, and nourish the skin.



Using sea salt, hot green tea, and cold plunge pools, Body Blitz has created a circuit of body soaks, steams, and plunges.

Blitz on the Go is an extension of the spa experience and allows clients to purchase the spa's own products featured in treatments. DeRuiter says the product line reflects the spa's ongoing commitment to a healthy body. The Canadian-made products use fair trade ingredients, pure essential oils, and are paraben and sodium lauryl sulfate-free. A customer favourite is the Argan oil face serum, containing vitamin E and essential fatty acids to promote anti-aging and skin protecting qualities.

"We put all of our focus into our customer service to make sure our clients are taken care of and have an amazing experience," says DeRuiter. "They walk out sharing their praises and good word to their girlfriends, sisters and coworkers." ♦

A spa is foremost a business

The best spas do not rely solely on talented estheticians or even age-defying skincare! Truly successful spas also integrate targeted marketing, needs-based retail sales, positive staff education and goal setting, proactive customer relationship management and effective inventory management.

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NEW!

The Science of Skincare

A look at the industry's most innovative ingredients

Have you ever read the ingredients list on a bottle of face cream? Four-syllable words in tiny print can be difficult to decipher. Right now, there's a plethora of buzz words floating around. Peptides. Stem cells. What do they mean? What do they do? "You don't necessarily need to be an ingredient expert, but you really need to research and get the necessary training to be able to look at a label and to understand whether or not something has the appropriate active ingredients," says Jan Marini, president and CEO of Jan Marini Skin Research.

In the beauty lab: peptides

When introduced in cosmetic applications about 20 years ago, peptides presented challenges. Researchers have since overcome these difficulties through research and experimentation. Peptides are strings of amino acids that have multiple functions. In *Cosmetic Dermatology: Products and Procedures*, Dr. Karl Lintner, a cosmetic peptides expert, describes them as "biologically active communication tools that direct skin functioning." There are different types of peptides such as neuropeptides and pentapeptides. Matrixyl, a pentapeptide in RVB Oro Nero, stimulates collagen and improves elasticity.

In a 2011 interview, Lintner explained that peptides interact with the cells in the skin and are able to stimulate activities such as synthesis of new molecules, collagen, elastin, and hyaluronic acid. By doing this, peptides are able to repair the skin, the connective tissue, and reduce wrinkles.

In the beauty lab: stem cells

With the aging process comes the decrease in stem cell function. Lori P. Knowles, an independent consultant specializing in biotechnology law and ethics, describes stem cells as regenerative and malleable cells that have the ability to replicate themselves and to repair and replace other tissues in the human body.

Adding plant-based stem cells to cosmetics such as creams and serums allows the product to protect the existing stem cells in the skin. Skin stem cells are responsible for the creation of the new skin cells. In the RVB Oro Nero product line, the stem cell from the Mekabu Plant protects the stem cells in the skin's basal layer, the deepest layer in the epidermis. This safeguards the



cells' regenerative and re-plumping action "By preserving and protecting our skin's mother cells we allow the continuation of new healthier cells being formed, equaling younger, healthier skin," says Brenda Belo, technical educator, RVB Oro Nero.

PCA Skin chose to incorporate lilac and grape stem cells into some of their products based on scientific evidence from various sources. Dr. Ivana Veljkovic, PCA Skin, says lilac showed superb antioxidant activity in multiple studies dealing with antioxidant activity of extract or its main component, verbascoside. Grape stem cells demonstrated a protective effect on epidermal stem cells when exposed to UV stress, based on Colony Forming Efficiency tests of protected and unprotected cell tissue. "Stem cells are showing the significant potential as ingredients that can delay and slow down the aging process," says Veljkovic.

Not just for your thighs: caffeine

PCA Skin recently introduced caffeine into its sunscreens. While a popular ingredient in anti-cellulite creams, caffeine targets skin cells that have mutated due to UV exposure forcing them into cell-death. Skin cancer can be the result if skin cells mutate and multiply. Caffeine adds an additional protective layer, so even if some cells are damaged and mutate, caffeine will prevent the cells from multiplying. "Caffeine has been found to be an effective ingredient for this purpose and I think you will see more

and more companies adding it to daytime products," says Veljkovic.

Specific science

For products to be effective, they must be created properly. Different ingredients have different requirements. For example, with peptides, Lintner says one has to know how to formulate them so they do not become inactivated in the formula and that they remain stable.

Marini says that in order for glycolic acid to really be effective, it must be at a pH for daily use at about 3.25. She also points out that retinol needs to be formulated under a yellow light in a dark room. "Most retinol's not made that way. Retinol can be very unstable in terms of its exposure to light and oxygen and variables that can affect efficacy and stability," says Marini.

Once you better understand how these ingredients perform, there is the issue of product efficacy to consider. Many factors can reduce product efficacy such as formula pH, exposure to air, light, and heat, and shelf life. While you may not have a PhD or chemistry background, doing further research in reputable sources such as medical journals will allow you to bring the best products into your spa and make the best recommendations for your clients. ❖

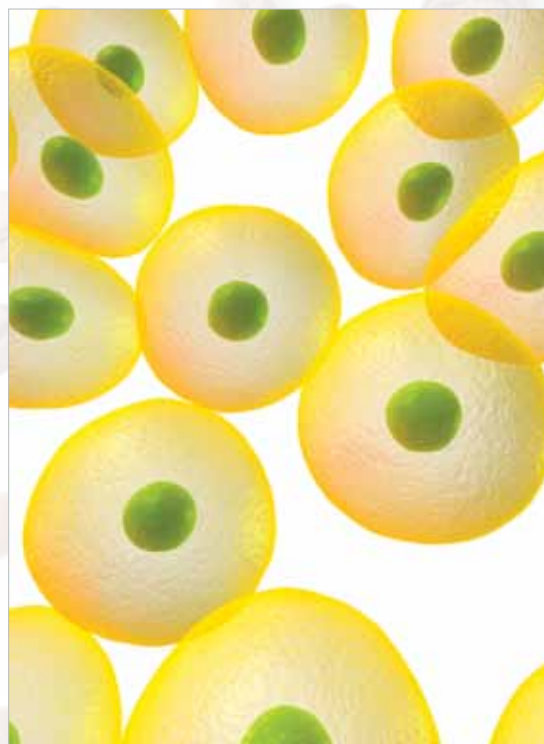
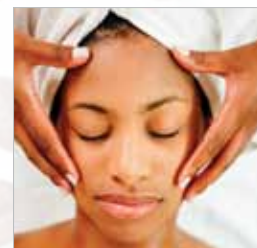
How to pick products

Choosing the right product for your spa takes careful consideration. Here is some advice from Leslie Harris, vice president of global marketing and Holly Baker, director of global marketing, at SkinCeuticals.

When bringing on a new product, the most important thing to look for is the clinical research behind the formulation:

- **Do the products show significant biological activity in living skin?**
- **Are the results based on clinical observations rather than consumer perception?**
- **Is the product versatile enough to be incorporated into professional treatments, as well as recommended home care?**

This optimizes the spa owner's investments and helps to ensure the client or patient sees the most benefit from their treatments, and can continue to maintain and protect the skin benefits they've gained from their spa visit.



Because you're worth it

Three expert tips to keep competitive

In addition to the spa-next-door, spa owners face competition from at-home options. They're convenient, sometimes more cost-efficient and marketed as being at least as effective as professional treatments. They come in all forms from laser hair removal devices to gadgets that tighten skin and stimulate collagen.

While at-home options can complement a professional treatment or service, they shouldn't be a substitute. "Ideally, you're looking for a professional treatment that you can enjoy in the spa and then have a home-care item—whether it's a product or equipment—that you can use to maintain that professional result," says Melinda Minton, a spa and beauty consultant and executive director of The Spa Association. So how do you keep your clients coming back and not turning to other methods of care? Read on.

Emphasize your expertise

"The first step is knowledge," says Minton. Continuously educate your staff on trends and new technological developments. "That's one of the best ways I know to keep people coming back because they know they can't find that anywhere else, or they can't find that kind of quality anywhere else."

Demonstrate what you provide to clients that they can't do for themselves. "In a professional environment, the staff is trained to assess and provide specific, properly tailored diagnosis to each individual," says Jeanet Allinson, owner and proprietor of Jeanet Spa in Toronto.

Service, service, service

Whether at the reception area or during a treatment, great service makes a spa standout. However, providing great service isn't easy. It must be consistent and can come down to miniscule details such as offering a beverage and a friendly smile.

Minton recommends knowing all about the client including what their last treatment was and the date of their next appointment. "A part of it is talking to them during the service about



what you're doing, how they will maintain those results at home, and what you'll need to see them for next," says Minton.

Inspire loyalty

Create customer loyalty by combining consistent and excellent service with appreciation, says Allinson. You can do this by recognizing birthdays, special occasions, and rewarding clients when they refer their friends and family to your spa.

For Sandra Alexcae Moren, a spa consultant, author, and professional speaker with Kyron Spa & Salon Consulting, the key lies in caring. In order to care about your client, aestheticians must put their lives and personal problems aside when they enter the spa environment. "You can't bring it with you because your mind isn't there on your work," says Moren. Clients can sense if you are with them and if you care, or if you are just going through the motions and trying to product push at the end. Part of inspiring loyalty means building your clients' trust. "How can you have trust in someone who isn't with you there in the moment?" asks Moren.

While the industry changes as often as a teenager changes her polish and competition comes from all angles, Allinson remains positive. "At the end of the day, no matter if your services are offered at a discounted rate or not, one cannot deny when they have received excellent service." ♦



Telomeres

Improving health and wellness at the cellular level

A quickly progressing area of research is promising positive impact for the spa and wellness industry. Dr. Elissa S. Epel, co-founder of Telome Health and an associate professor in the Department of Psychiatry at the University of California San Francisco, is unravelling the mysteries of telomeres and pointing to ways these little genetic accessories might offer guidance and measures for future health and wellness programs.

Epel, who has an interest in the impact of stress physiology on premature aging at the cellular level, describes telomeres as the caps on the end of our chromosomes that protect our genetic data and may provide a deeper understanding into how we age. She sees great potential for incorporation of telomere knowledge into spa programs. "This is a wellness industry that is looking into how to improve people's health and wellness in the longer term, not just the few days they're at the spa," says Epel.

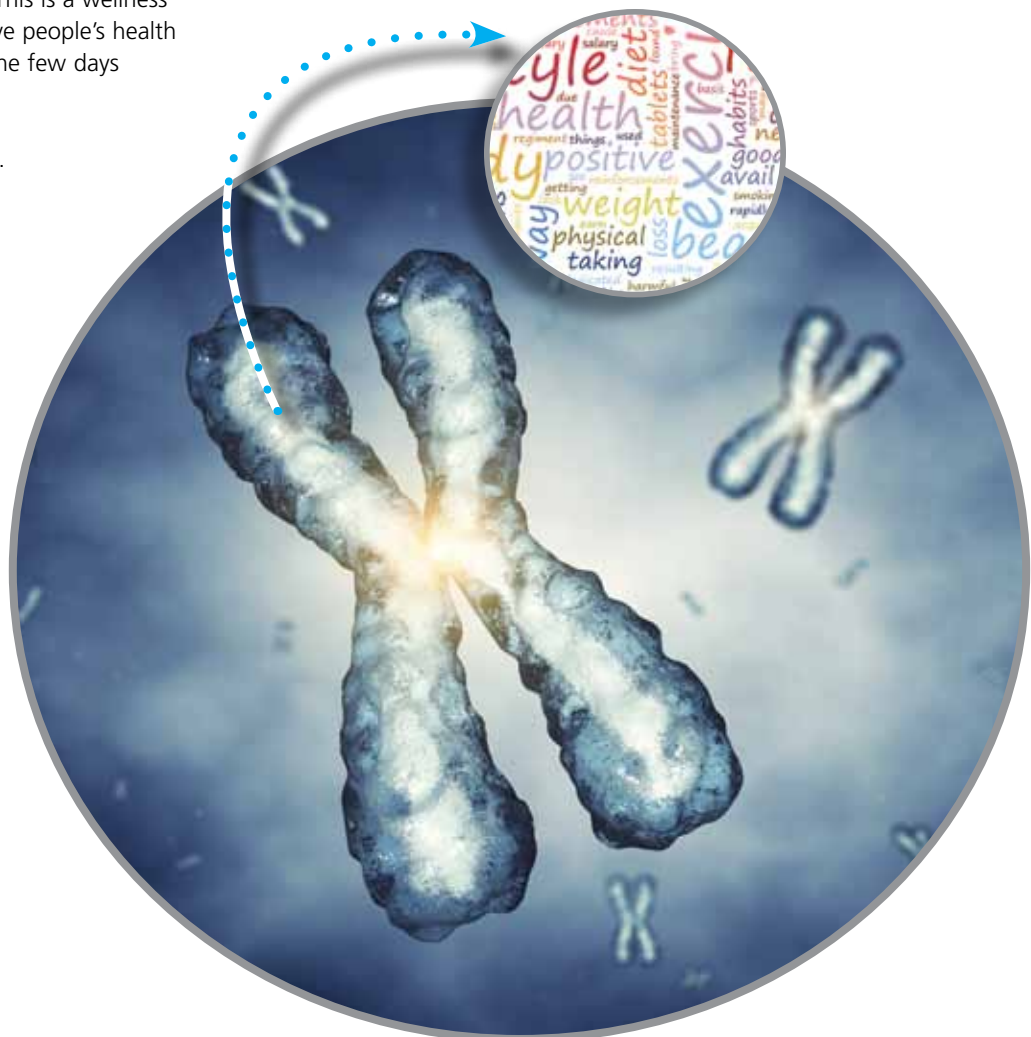
When a cell divides, the telomeres shorten. Once they get too short, the cell can no longer divide and dies. Factors that can shorten telomere length include poor diet, lack of exercise, stress, smoking, depression and anxiety, prolonged periods of grief, and exposure to violence and/or abuse. However, lifestyle changes may reverse shortening. “We believe that telomeres are dynamic, that they change in response to lifestyle, mental state, and nutrition,” says Epel.

Using telomeres to establish long-term relationships

"There's evidence to suggest that an intense spa experience with follow up should improve telomere length, but of course we want the data," says Epel. Many spa owners have expressed interest and are waiting to learn more about pricing, delivery methods, and how they can integrate telomere monitoring into their services. However, no spas currently monitor their clients' telomeres because the testing is not easily available yet.

Before the end of the year, Epel and her team plan to test whether an intensive destination spa experience affects telomere length. The process will include client follow up and data comparison to a control group. "Telomere monitoring will give people a chance to see what their risk level is and then see if their effort to promote wellness can maintain or improve their telomere length," says Epel.

As the spa industry moves toward using services such as individual coaching and biomarker testing to encourage clients to return, telomere monitoring has the potential to become the next big support for extended health and wellness. ❖



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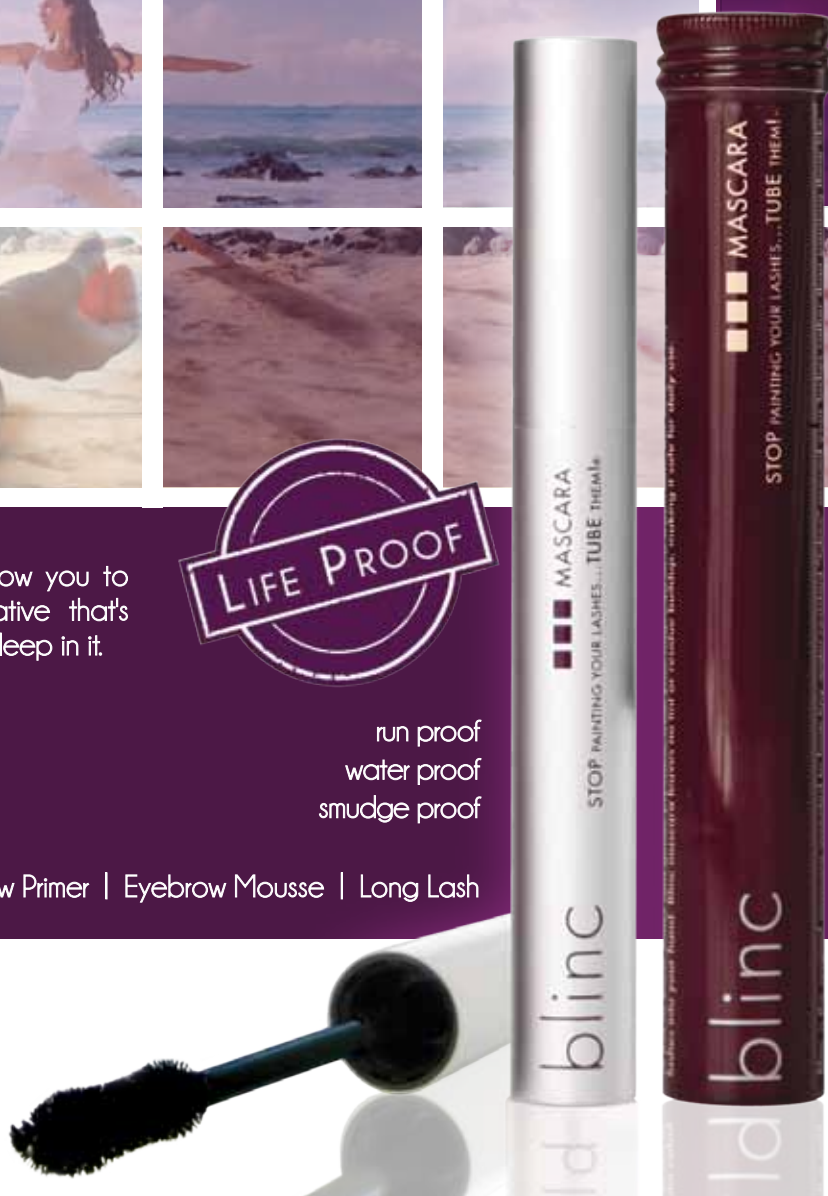
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Fast results for improved skin and increased revenues



Salt has suffered a bad reputation for years, and even today remains an ingredient to avoid when meal-planning. However, Canadians can now benefit from another use of salt that has flourished in other parts of the globe: salt therapy.

"It's great for people with respiratory problems and we were one of the first ones in Canada to have that kind of facility," says Magda Rutkowska from Salt Cave High Care in Mississauga, Ontario.

The air in a salt room is drier than that of most parts of Canada. Humidity can range from 30 to 60 per cent, and temperatures from 18 to 24 °C. Clients

strategies *salt therapy*

wear booties to protect their feet and keep the salt clean. Many salt therapy centres have separate treatment rooms for young patients where they can play in the salt or enjoy books and toys.

Since Roman times, improved breathing after working in salt mines has been reported. Polish doctor Felix Boczkowski first recorded the benefits in 1843, and shortly after, a spa was created in a mine. In 1987, the first manmade salt spa was created in Russia. Salt therapy has been commonplace in Europe for decades, but is fairly new to Canada.

The limited number of salt therapy centres in Canada inspired Jenny Hecht to open Salt Therapy Breathing Centre in London, Ontario. "There are so many Canadians that unfortunately suffer with some sort of breathing issue. We wanted to open a centre that offered people a choice in how they choose to manage their respiratory symptoms," she says.

Salt therapy is completely natural and non-invasive. It can treat many illnesses, from the common cold to chronic respiratory ailments. It can enhance athletic performance as salt increases oxygen levels in the blood, reducing fatigue, and speeding recovery. Regular sessions are recommended for maintenance.

Salt therapy options

There are multiple options when constructing a salt therapy centre.

Speleotherapy uses natural salt blocks from mines, mimicking natural caves. It is more natural, but facilities are more expensive to construct. Speleotherapy has a lower concentration of salt particles than halotherapy, but they can penetrate the lower respiratory system whereas with halotherapy, the particles are too large to do so.

Halotherapy uses halogenerator machines to create dry aerosol by crushing pharma-grade salt grains into particles one to five micrometres in size. It may not be suitable for people with high blood pressure as salt is ingested as well as inhaled. Healthy Breathing Centre in Langley, British Columbia, features individual treatment rooms as it uses BTP generators, a type of halogenerator where salt particle size and quantity are pre-determined for each ailment.

Each type of salt has distinct benefits, so Salt Cave uses a variety. Dead Sea salt, good for fighting infections, covers the floor. Himalayan salt is among the world's richest, containing about 80 minerals. Saline brine from Poland helps maintain the microclimate. Iodine-rich salt is brought in from Klodawa, a mine in Poland.

Adding salt to your menu?

Though Rutkowska and Richard Zagrobelny from Iris Wellbeing Halotherapy Spa in Waterloo, Ontario, agree it is a great idea in

theory for traditional spas to offer salt therapy, it is not always feasible. The salt room must be well ventilated and separate to ensure chemicals do not enter and make the air impure. Hecht agrees and does not recommend combining the two. Also, Zagrobelny and Rutkowska both noted that other services they offer, such as reflexology and yoga, do not always have the same clientele as the salt rooms.

Any spa can offer salt treatments without spending time and capital on special facilities. Salt scrubs, organic salt facials, or body peels with Dead Sea salts are easy to offer. Spas can sell salt products such as lamps and inhalers. The lamps cleanse the air and protect the body by neutralizing the positive ions from computer and television screens. Inhalers are an alternative for those unable to visit a salt room.

Rutkowska tells people interested in opening a salt therapy centre to be courageous. "This is the future, I think, for treatment of respiratory problems," she predicts. ❖



Good for what ails you

Salt therapy can treat a variety of ailments. Here are some of the most common:

- Chronic obstructive pulmonary disease (COPD)
- Chronic pulmonary diseases
- Bronchitis, rhinitis, sinusitis, laryngitis
- Allergies
- Snoring
- Chronic cough
- Chronic fatigue overstrain/depression

Salt therapy can also improve overall health in a number of ways:

- Strengthen immune system
- Destress, relax, and restore well-being
- Improve breathing of ex-smokers
- Increase metabolism.





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Versatility at your service

The InMode serves myriad medi-spa needs

The medical spa space requires a combination of technology and personal service. Many technology innovations over the past decade have enabled long term, fast, efficient, and safe improvement for removal of hair, skin blemishes, wrinkles, laxity, fat, and cellulite. The vast array of lasers, ultrasound, radiofrequency, and other energy devices make purchasing decisions confusing. In this present economy, versatile multi-application devices that are both efficacious and safe are the most appealing. This article outlines one such device, the Inmode Fractora-TiteFX, but there are also other device choices for each procedure that I will mention.

This technology is a radiofrequency platform that includes an applicator for fractional radiofrequency (RF) skin ablation for improvement in wrinkles and texture. The tips have a 60-pin array that penetrate 600 microns into the skin and provide a RF current that stimulates fractional thermal ablation and new collagen and elastin. The treatment can be performed by aestheticians and RNs at lower energy levels and, at higher fluences, doctors. Skin types 1-5 can be treated safely and at lower levels, performed under topical anesthesia. The patient returns every one to two weeks for a series of six to eight treatments, with a significant skin rejuvenation effect. Each applicator is disposable, as there is debris from the ablation, but the tips are very affordable.

Other radiofrequency ablative options, which stand alone devices, include Syneron's ematrix and Intracel from Jeisys.

The second applicator that is powered by the Inmode system is the FIRM applicator, which is a non-ablative, moving RF thermal skin tightening device. The Firm applicator moves over the surface of any loose skin on the face or body, warming that skin up to therapeutic levels. The hand piece is very sophisticated as it continuously measures the skin temperature and turns off the RF when it exceeds your pre-set limit and turns the energy back on when the temperature drops below. This ACE (acquire-control-extend) feature allows the treatment technician to safely continue the tightening RF treatment for the appropriate amount of time needed for tightening, without the risk of burning the patient.

Other non-ablative RF tightening options include the Freeze from Venus concepts, and the Accent from Alma lasers.

The platform also provides a TiteFX device, which is a hand piece used for the long term, non-invasive reduction of focal fat and cellulite. The applicator also possesses the ACE thermal monitoring and modulation system, similar to FIRM, but the pulsatile suction pulls the adipose tissue up into the treatment chamber of the hand piece, where a proprietary combination of RF and high voltage pulses damage the localized fat to a depth of 2.5cm and provide long term reduction of fat and improvement in cellulite by electroporation of the fat cells themselves. Proven safe and effective, the TiteFX provides the spa operator an effective tool in a non-invasive body contouring

treatment. Like the FIRM applicator, the TiteFX has no disposable costs and can be delivered by any technician.

Other non-invasive RF fat reduction technologies include Syneron's Velashape, the Exelis and the Accent from Alma.

Finally, the InMode system (manufactured by Invasix and sold in Canada by Sigmacon)

is coming out with a very effective scanned laser diode hair removal application and IPL skin rejuvenation applicators that can also plug into the very same Inmode platform that powers the Fractora, FIRM, and TiteFX radiofrequency applications.

The InMode provides a cost effective, modular aesthetic system with RF, laser, and IPL options that cover the full range of non-invasive body contouring, skin rejuvenation, and hair removal procedures. The advantages of this device are its extreme versatility and modular scalability, as you can upgrade to new applications and procedures as you scale your business. Training is provided by Sigmacon and it is very safe to deploy in any medi-spa or spa environment. The disadvantage is the need to purchase a piece of capital equipment, but the device is an affordable solution to buying multiple and more expensive pieces of equipment. ♦



The Inmode Fractora-TiteFX is a multi-application device for non-invasive body and skin procedures.



Dr. R. Stephen Mulholland, M.D., is medical director and physician owner of SpaMedica Cosmetic Surgery and Infinite Vitality Clinics, in Toronto, Ontario.



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The fabulous 40s

Preparing dinner, getting the kids to school, landing a promotion all while making time for personal care. "The aging process and factors such as environmental damage, stress and demanding lifestyles definitely start to have an effect on how well your skin is functioning," says Diane Aitable, head of education, B. Kamins Laboratories. Get your 40s clients on a daily skincare regimen that includes sunscreen, and promote treatments that contribute to total body and mind relaxation.

READY FOR RELAXATION

Consider packaging your top pampering treatments such as personalized massages and body wraps to create the ultimate relaxation experience. For the woman-on-the-go, mini-sessions can make a difference. Introducing calming scents such as lavender in your service rooms and waiting areas will create a serene atmosphere. For example, the sound of flowing water greets guests of Stillwater Spa in Toronto. Before and after treatments, guests may relax in private cabanas or in the tea lounge by the fireplace.



1. **FarmHouse Fresh** Whoopie! Confectionary Candle
www.farmhousefreshgoods.com
2. **Tea in the Sahara** Buddha Smiles
www.saharatea.ca

SKIN SAVERS

"Aestheticians should look for signs of sun damage on their clients' skin and promote safe habits through use of high SPF broad spectrum sunscreens and topical anti-oxidants containing vitamin C," says Dr. Michael I. Singer, MD, Peau Neuve in Montreal. According to Singer, common aesthetic skin concerns include facial sun freckles, excess pigmentation or blotchiness, and wrinkles.

"Topical vitamin C has the effect of lightening sun freckles and other types of facial excess pigmentation," he says. Singer recommends vitamin C in the form of L-ascorbic acid at a high concentration and low pH.

Aitable also suggests any product that is high in antioxidants and emphasises the necessity of an eye cream. "Eye cream is definitely a must."



3. **B. Kamins** Eye Cream
www.bkamins.com
4. **SkinCeuticals** CE Ferulic
www.skinceuticals.com
5. **Dr. Hauschka** Regenerating Neck & Décolleté Cream
www.drhauschka.ca
6. **Le Mieux** Essence Moisturizer
www.lemieuxcosmetics.com

EFFORTLESS BEAUTY

"This is the age when interpreting trends and translating them to what actually flatters, sets you apart," says Michael McCarthy, Colorescience National Makeup Artist. "Colours that mimic vitality are always flattering." He suggests washing three related tones over eyes, cheeks, and lips for a modern look. ❖



7. **Colorescience** Lip Shine SPF 35 in Coral, Mineral Blush in Apple
www.colorescience.com
8. **Trind** Nail Balsam
www.trind.ca
9. **Éminence Organic Skin Care** Organic Kiss Lip Gloss in Plum Kiss
www.eminenceorganics.com

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ESTHETICS PLUS

Coming soon: a vaccine against UV?

Sunlight is known to activate biological processes in our skin that are important for our health, such as the synthesis of vitamin D. But while light is necessary for our equilibrium, over-intense UV radiation exposure leads to premature aging of the skin, also called photoaging and photo-induced aging.

Photoaging is a premature aging of the skin caused by repeated exposure to ultraviolet (UV) rays from sunlight or artificial sources. "Photo" comes from the Greek word phos, meaning "light." We are therefore talking about skin aging caused by light. Photoaging is different from chronological aging as the damaging effects of UV rays—or artificial sources of tanning—alter the normal structures of the skin.

Sunlight not only induces the formation of free radicals, but also DNA breakdown and an inflammatory response. We know now that it has a negative impact on cell proteins, which are essential for youthful skin.

The signs of photoaging appear on the most exposed areas of the body, in particular the face, neck, and décolleté, and the back of the hands. But it can also occur on other areas that are exposed on a regular basis, such as the shoulders, arms, and legs.

Two major anti-aging innovations

We are well familiar with various strategies aiming, to some extent, to correct the visible signs of UV-induced aging. In recent months, driven by increasing demand driven by performance and visible results, two major findings emerged.

Uvaxine® technology

Based on biotechnological research, the piceid glucoside, or resveratrol diglucoside, is obtained from the Piceid by a conversion process called green chemistry. This type of process uses enzymes to perform the transformation of a molecule rather than solvents or toxic substances. There is no adverse effects on the environment or human health. The Piceid, meanwhile, is found in its natural form in wine or in the bark of Sitka spruce, a highly common species of conifer in Canada, particularly in British Columbia.

The Piceid glucoside activates natural skin defences against UV rays at the cellular and molecular levels. Its mode of action is comparable to a vaccine. Basically, it submits the cells to micro-



Primary clinical signs of photoaging

- Early and deep wrinkles
- Pigmented spots
- Telangiectasia
- Acute dryness
- Thickening and yellowing of the skin

stimuli that increases their resistance to future stresses and augments their life expectancy. This has the effect of activating and strengthening the skin's natural defense system against UV rays, not only at the cellular level but also at the molecular level.

The skin's natural defense system, pre-activated, is ready to intervene at any time in an optimal way at the first stimulation, to prevent damage caused by UV rays. Forming a natural shield against UVA and UVB, it guarantees two levels of protection at the cellular level (keratinocytes, fibroblasts) and molecular level (DNA and proteins).

With its novel mode of action, the Piceid glucoside, also known as the Uvaxine® allows us to enjoy the benefits of light while fighting against premature aging.

Finally, a stable vitamin C

Since the 1930s' discovery of ascorbic acid as an anti-scurvy factor, many researchers have worked to elucidate how it works. Today, many clinical studies have shown the topical application of vitamin C leading to significant improvement of the appearance of signs of photo-induced aging. Its reputation as a cosmeceutical ingredient is well established.

beauty marks *stopping photoaging*

However, ascorbic acid or pure vitamin C, used directly in a skincare product, is extremely sensitive to air, light, and water: it oxidizes very quickly and loses all effectiveness while becoming irritating. In addition, to formulate the optimal concentrations for cosmetology, the pH of the resulting aqueous solutions is very acidic, around 2 or 3 and sometimes even below, also leading to irritant reactions.

There are other molecules derived from vitamin C such as ascorbyl phosphate of magnesium, ascorbyl-glucoside, or ascorbyl palmitate, which are more stable forms than vitamin C itself but whose activity and/or skin penetration are well below those of ethyl ascorbic acid.

Pure ethyl ascorbic acid is now the most stable and most effective vitamin C on the market. Extremely stable chemically, colourless, and perfectly soluble in aqueous solution, it has excellent dermal bioavailability making it much more effective than pure vitamin C.

Ethyl ascorbic acid corrects existing damage by stimulating the synthesis of skin fibers and essential proteins for youthful skin while controlling pigmentation. Lines and wrinkles are significantly



reduced, the skin texture is smoothed, the skin regains tone and firmness, and radiance is reactivated. In addition, powerful as an antioxidant, ethyl ascorbic acid neutralizes free radicals, preventing skin aging.

In conclusion, by combining ethyl ascorbic acid and Piceid glucoside in a single formula, it is now possible to advance a strategy that is totally innovative, comprehensive, and high-performance, aiming both to correct and prevent damage caused by the sun. This revolutionary antioxidant combination, that works in such a way that can be compared to that of a "topical" vaccine, provides unsurpassed protection against photoaging by diffusing not only free radicals but also the range of other reagent molecules known to cause damage to all cell components and DNA mutations. It also fixes the existing premature damage by stimulating the synthesis of fibers and essential proteins for youthful skin and reactivates the brightness by regulating pigmentation. ❖



Isabelle Villeneuve is scientific director—head of innovation at Laboratoire Dr Renaud. She has been actively participating in the development of Laboratoire Dr Renaud since 1995.




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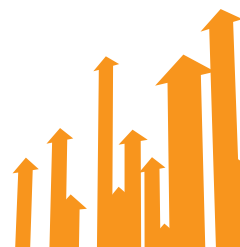
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Delarom launches Objectif Jeunesse, a trio of products including a face lifting serum, eye contour lifting serum and face lifting cream. A 12.5 per cent reduction in wrinkle depth is seen after one hour. The formulations integrate ingredients such as Cyathea Cumingii, hyaluronic acid and peptides, with multiple patented technologies to provide long term results.

www.innovabeaute.com



BioSculpture launches The Rock and Crystal Collection. Inspired by amethyst and crystal stalagmites, it offers five rocking shades: Smothered With Minerals, a glittery bronze that changes with light; Embellished Onyx, a gothic glamour of rich black onyx shine and a gritty embellishment; Melting Mercury, a solid silver tone; Amethyst Moonstone, a romantic purple silk; and Totally Topaz, a chic mustard tone.

www.biosculpturenails.com



Footlogix Pediceuticals' new Exfoliating Seaweed Pedi-Scrub is suitable for all skin types when used as part of an enhanced pedicure service offering. The lightly foaming formula promotes hydration and gives skin a subtle glow. Blended with micro-grained polished pumice, the scrub is fragranced with a blend of natural sea botanicals, lemongrass, vitamin E oil, spearmint, mandarin and essential oils.

www.kvggroup.com

Infinity Sun's Avance Balme blends certified organic ingredients including organic beeswax, organic coconut oil, vitamin E, organic rosemary extract, and organic calendula. Avance Balme contains SPF15 and comes in four different variations: Coconut, Vanilla, Citrus and Spearmint.

www.infinitysun.com



GENESIS SkinCare launched a line based on 25 years of research and development. Products range from hydrating to anti-aging and include ReGen Serum Eye with Peptide Technology, Illuminate for Uneven SkinTone, Enzymatic Facial Cleanser, a gentle sulphite-free pH balancing formula, and Anti-Redness Ceramide Complex with Peptide Technology that addresses chronic redness and inflammation.

www.genskincare.com



Body Drench's Lip Drench is formulated with vitamin E and rosemary extract to soothe and nourish lips, and beeswax to lock in hydration. Available in six flavours: pomegranate, mango, pink grapefruit, raspberry, eucalyptus, and coconut lime.

www.aiibeauty.com



Laboratoire Dr Renaud introduces the Clear Up line, designed for teenagers with acne-prone skin. The line includes three treatments: Cleansing Gel that deep cleans skin irritated by acne, Control Solution Anti-Blemishes that fights acne and blackheads, and Anti-Shine Moisturizer, which rebalances and soothes skin.

www.ldrrenaud.com

Hair Loss Control Clinic's CompleteLash increases the length, thickness, and fullness of eyelashes and eyebrows in only four to six weeks. Clinically proven in two independent laboratory studies, eyelashes were shown to be 64 per cent longer and thicker, as well as 64 per cent darker, fuller, and stronger. Natural botanicals, vitamins, and nano-peptides condition and improve flexibility for fuller and thicker eyelashes and eyebrows.

www.completelash.com



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Annemarie Börlind's

NatuRoyale BioliftingComplex line is a complete skincare program comprised of a wide variety of certified organic products including white truffle extract. The line includes a Creamy Cleanser, Lifting Serum, Day Active Moisturizer, Night Repair Moisturizer, and Eye and Lip Contour. The line also introduces an innovative Peeling Powder; a natural exfoliate which stimulates cell rejuvenation and lifts dead skin cells softening the look of lines and creating a smoother appearance.

www.donmar.com



Phytomer introduces Age Optimal Youth Cream Face and Eyes for men. This lightweight, non-oily cream has a matte finish and a fresh woody scent.

Ingredients include Marine Mannitol, which protects skin cells from oxidative stress and improves skin firmness and fills wrinkles. Marine Criste Oil helps eliminate dead cells and smooth skin. Maritime Lavender relaxes wrinkles and stimulates skin cell division.

www.soparc.ca

Holiday Season

Eraclea's Soft As Snow Holiday Trio consists of the new Extreme Body Cream, Simply Perfect Hand Cream, and Ever Moist Lip Balm. These hydrating products contain the patented HylaSponge® System, a unique complex of three kinds of hyaluronic acid that works both on the surface of the skin and also delivers hydration toward the deeper layers, allowing ingredients like peptides and vitamins to work better.

www.eracleaskincare.com



Pharmagel's Haute Holiday 2012 packages Pharmagel favourites such as the Essentials Duo: Hydra Cleanse and Botanical Tonique facial toner, in a python print handbag or coin purse. The Professional Skin Care Regimen package includes the mild, cream botanical cleanser Hydra Cleanse, Botanical Tonique facial toner, Enzymé Ex-Cell, Eye Proté and Glyco-8, an Alpha Hydroxy Acid Facial Firming Complex.

www.cosmoprofbeauty.com



China Glaze's Holiday Joy collection features 12 merry crèmes, glitters, and shimmers including Glistening Snow, a diamond-like silver glitter; Blue Bells Ring, an icy blue shimmer; Pure Joy, a fiery red glitter with gold particles, and Merry Berry, a rich berry red crème.

www.aiibeauty.com



OPI introduces Holiday Avojuice Skin Quenchers Hand & Body Lotions in Vanilla Snowflake, a blend of sweet vanilla and buttercream, and Peppermint Shimmer, a soft peppermint aroma with a light shimmer. The lotions are formulated with aloe and avocado extracts to rejuvenate dry winter skin. Both Avojuice lotions are available in miniature sizes, as well.

www.opi.com



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The smart way to the spa

soul to sole

by Theresa Rogers

Jane Iredale

Jane Iredale was born in England and moved to the U.S. where she started her career in the entertainment industry, working first as a casting director and then as a writer and producer. She worked alongside those whose success often depended on having a clear complexion and witnessed how skin disorders and sensitivities could not only threaten careers, but destroy self-confidence. Makeup, while used to enhance appearance, was many times the underlying cause of the skin conditions these men and women sought to hide. This provided the inspiration behind her first mineral foundation. Working from her kitchen, Iredale's passion for health and wellness inspired her to develop the product using natural ingredients that would improve the health of the skin. When an order was packaged for a customer, she would cut a sprig of lavender from her garden to enclose in each box—a tradition that endures. She's moved beyond her kitchen and today, Iredale sells nearly 400 items in more than 50 countries.

What's your favourite way to relax?

I live near a beautiful lake where friends have a house and a boat. I love to drift on the boat with my friends and our dogs. Once in a while, I jump in the water and swim forever. I feel all the tension of the week disappearing out of my body.

The hardest thing I ever did was... jump off the top diving board when I was 10.

The biggest mistake I ever made was... not learning another language.

Our customer is... the woman who has had an "aha" moment. Sometimes it comes with her first breakout, sometimes when she sees her first wrinkle, sometimes with pregnancy or when she first starts to read labels. It's that woman who's looking for a better way.

What I love about this business is... that I'm surrounded every day by accomplished, professional women who take pride in their femininity. My husband thinks he's died and gone to heaven.

I started this company because... I had a product—our loose mineral base—that I thought could help women by providing them with a makeup that was good for the skin. It gradually grew from there. I didn't think it would turn into a brand, but I'm glad it did. ❖



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