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winter 2011/12

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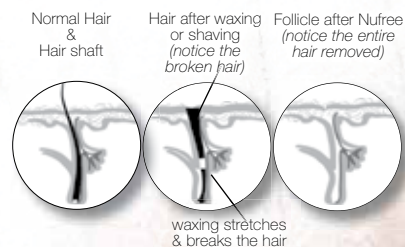
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On the cover: Sun Tree Spa, Moose Jaw, Saskatchewan



Focus on body, mind, and spirit

This year, I've made holistic wellness my New Year's resolution. So, for the next 12 months, I will focus on the total picture of my health: body, mind, and spirit. It sounds simple—in fact, it makes so much sense that it should be the run-of-the-mill practice for everyone. But in today's high-stress world, most of us fall short of taking care of ourselves, and focus on only one part of the complete picture.

The good news is, people are becoming more conscientious of the need to follow a holistic approach to wellness, and they are opening up to new approaches and practices, recognizing there are benefits beyond the supplement and the treadmill. Spas can play a major role in assisting clients' journeys to holistic wellness, by providing education as well as opportunities to combine a variety of practices.

This issue provides an overview of ways that spas incorporate holistic wellness into their treatments, packages, and branding. Many spas are already doing a terrific job, while others are just getting their feet wet. It can be a brand new world, opening the spa doors to new clientele, and increasing the ways people rely on the spa as part of their health and wellness regime.

Has your spa recently added a new element to your services, providing greater scope for clients' wellness? I would love to hear about it. We like to share best practices across the industry... and with my New Year's resolution, I'm looking for exciting new ideas to implement on my journey to a healthier, happier me!

All the best for 2012,

Heather Ednie



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Spa Talk

Destination: Quebec

Spa Eastman is one of three finalists for Best Destination Spa of the Year: America (North & South) in the World Spa Awards organized by Professional Beauty in London, UK. Category winners will be announced at a gala dinner this March. The World Spa Awards aim to raise awareness for the industry, and help raise standards, hoping to inspire spas to 'up their game.'



L Spa & Wellness Centre honoured

The L Spa and Wellness Centre, in Grand Prairie, Alberta, was selected as a finalist for the Alberta Business Awards of Distinction, in the Employer of Youth Award of Distinction category.

The Alberta Chamber of Commerce noted L Spa has demonstrated outstanding achievement in hiring youth and providing them with career-oriented opportunities, and the Centre is now eligible for the Alberta Premier's Award of Distinction.

The finalists will be honoured and the Award of Distinction announced at a gala dinner on March 2.

New online portal proving spa therapies

SpaEvidence has launched online—a portal to educate about and disseminate the medical evidence that exists for spa and wellness therapies.

Search this site for the most relevant sources of studies and research evaluating the benefits of massage, meditation, and other spa therapies. Use this free resource at www.spaevidence.com/spaevidence.



Sky's the limit

Spa-goers have one more reason to enjoy the romance of *La Veille Ville*. SkySpa has opened a new location overlooking Quebec City, on the 17th floor of the Jules-Dallaire Complex.

Letters

Setting the standard (Fall 2011, p. 17)

As a spa owner and Principal of Inner Balance Spa in Calgary, Canada I firmly believe that staff training and development is key to the long term success of the spa.

I am the owner and operator of Emerge Spa Training of Canada. We have developed an exciting proprietary approach to training that is designed for fast, efficient and on site delivery.

Canada is a global leader in education and training in the spa industry and I am happy to see this industry moving forward towards standardization. Setting high standards in the spa industry will not only protect the public but it will also give it more credibility.

Lisa Gossen, Principal
www.emergespatraining.com



Extreme mass marketing (Summer 2011, p. 18)

I am an aesthetician in the heart of Toronto. It took me 25 years to build my business, and look what is happening now. We're starting to sell our services for a fraction of the cost. This is not the way to succeed. This is the beginning of the downfall!

Now spa owners are going to extremes, offering services for less than their costs. Answering your question "can these large discounts be sustainable?" my answer is NO.

In our business the best way of advertising is the referral. So, why don't we start to pamper our existing clients, rather than offering them discounts that are not sustainable?

Lara Grinchuk
www.estheticsoflara.com



Liquid Gold

Natural mineral waters offer therapeutic benefits on the Prairies

Named for a rescued metal tree, but known for its geothermal mineral waters, location and history mean everything at Sun Tree Spa.

"The original name was The Oasis," says assistant spa manager, Colleen DeGirolamo, who has a background in massage, aesthetics, and reflexology. "It's been nine years now since they changed the name to Sun Tree. We found there were a lot of spas in Canada with the name 'Oasis.' We had a local artist who built this metal tree and it was in a coffee shop here in town, and it was scheduled for demolition. We rescued and put it up on our fourth floor on our outdoor deck, poolside. We were thinking about a name change and incorporated it."



Opened: 1996
Size: 3,000 square-feet
Treatment Rooms: 10
Number of Staff: 20 therapists
Retail: Comfort Zone, Ancient Secrets

Located within the Temple Gardens Resort in historic downtown Moose Jaw, the Sun Tree Spa is home to Canada's largest therapeutic geothermal mineral water indoor/outdoor rooftop pool. The source of the water was found accidentally in 1910 while drilling for natural gas. Despite efforts between 1932 and 1971 to make use of the water, the original well was plugged in 1971.

In 1980, the city drilled a new well into the ancient seabeds. The water travels through an insulated pipeline to the spa from the wellhead located less than one kilometre away. The wellhead temperature is about 45° C and the mineral water loses less than one degree as it travels to the spa.

The waters form a unique part of the spa's identity, says DeGirolamo. Guests are encouraged to "take the waters" or visit the steamroom before or after their services. The warmth of the water combined with a rich cocktail of essential elements soothe and replenish the body. High concentrations of Epsom and Glauber's salts, along with silicon, potassium, and magnesium, provide many health-boosting benefits which relax muscles, ease joint pain, replenish cellular composition, rejuvenate and rehydrate the skin, and help to detoxify the lymphatic system.

The waters are incorporated into various elements of the spa treatments as well. "When we do hot towels in facials, you're getting that mineral water infused into the skin. We do a signature massage treatment where we use a green tea and seaweed salt and the glacial salt that is part of that product is mined right here in Saskatchewan."

The spa has also introduced water yoga, which can be run poolside in the warmer months or in the pool in the winter.

All movements are water-related and because the spa is located in a resort setting, "You can come and do a wellness retreat, a yoga class, take your waters and have your body treatments, and stay in a beautiful room as well," says DeGirolamo.

Soft yellows, tree images, and earthy warmth welcome guests and encourage the transition from the busy outside world to a state of relaxation. "Our treatment beds are done in an ivory jacquard and a centrepiece which showcases our stones and flowers—keeping with that earth element—show that really, the essence of us is all around the minerals," says DeGirolamo.

An expansion plan is in the works. "We have big dreams," says DeGirolamo. "The first time I was here was in a hardhat and steel-toed boots way back in the beginning. I remember looking at the blueprints... and I remember thinking they weren't building it big enough. It was a tough sell back then. When we opened we could hardly keep up and they were regretful of the fact they didn't build us a little bit bigger." ❖

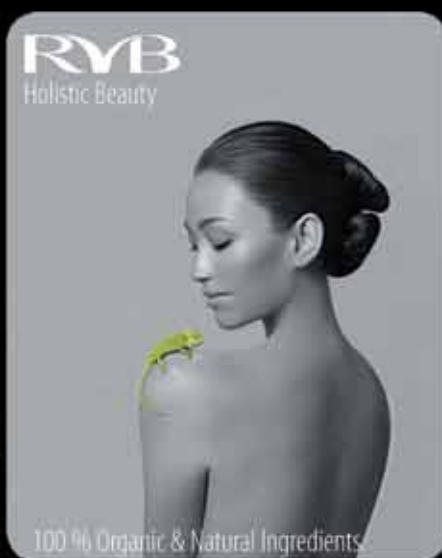


Sun Tree Spa was named one of Canada's Top 50 Spas in Book4Time's 2011 spAwards.
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Paradise Awaits

BleuSpa opens the doors to a complete wellness oasis

Guests at BleuSpa experience a healthy indulgence, across the menu of options available onsite. Nestled in the hills of Cantley, Quebec, BleuSpa celebrated its official opening October 26 and is quickly building a reputation as a smart place to go for relaxation, wellness, and to get centred.

BleuSpa offers a host of options to create the ultimate wellness experience. From the outdoor Nordic baths to massage therapy and body treatments, yoga, Ayurveda, and a variety of outdoor activities—as well as the exquisite Bistro Bleu menu—much is available to create a unique experience to suit every client.

The BleuSpa signature massage starts with a whirlpool bath followed by a relaxation massage with aromatherapy and is highly recommended by Larry Greene, one of BleuSpa's eight co-owners and vice president, marketing and development, who adds that a host of other massage and treatment options, including both Reiki and ayurvedic massage, are also tempting.

The spa's philosophy of staying close to Mother Nature is echoed across all facets of the establishment. From locally sourced products such as mud from Casselman, Ontario, to the geothermic heating/cooling, recuperation of rainwater, and use of environmentally friendly construction materials, BleuSpa is green. "We use only natural products throughout the spa and try to buy locally," says Greene. "The outdoor yoga platform is nestled in the forest and fits well with our vision. The feeling is very Zen, very proactive, warm, and friendly. There are lots of hugs on-site."

Bistro Bleu: healthy made sublime

French-trained chef Juan Carlos has made true art of eating local. "We try to use as much local, seasonal food as we can, and work with farmers," Carlos explains. "This means having to get creative with the menu; the available produce dictates the recipe."

From salads to desserts, with daily soups and savoury dishes, Carlos is a master of not only flavour and nutrition, but presentation. A house favourite is duck confit with caramelized red onion, comtomme cheese and fig marmalade, which combines heady, smoky flavours with sweet fig.



In essence, the Bistro Bleu menu is pure delight—fine dining that is healthy and locally grown. "We offer simple food properly," Carlos says.

Scandinavian delight

The Nordic baths combine a variety of options and experiences to tantalize and encourage total relaxation. Two fire pits encircled with Adirondack chairs create outdoor lounge areas, overlooking the hot pool, shockingly cold shower, and the Infinity pool which stretches before visitors exiting the changing rooms, reminiscent of the grand pools of Versailles. A Turkish steam bath can accommodate up to 35 people, or clients can opt for the dry sauna. For a break and a cup of tea or glass of wine, the lounge overlooks the pools, with relaxing music playing and a fireplace to soothe.

Yoga and fitness

A beautiful, stony yoga room has fast become a popular feature. The telltale sign of rolled up mats under visitors' elbows is proof that the classes have quickly attracted a following.

"The renewal of energy, the practice of yoga, the love of healthy food, and the management of personal stress have all become key priorities in this time of my life," Greene explains. "It is with utter joy and ecstatic pleasure that I put my efforts into BleuSpa and welcome everyone to visit and experience the world of wellness we have to offer." ❖

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by Heather Ednie

Body

Spirit

Soul

Harmony

Joy

Love

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Hope

Holistic Wellness

Body, mind, and spirit translates into savvy business for the spa community

In today's hustle and bustle world, spas are becoming a valuable, necessary part of a person's complete health and care regimen. As important as a trip to the hair dresser, the dentist or the gym, from the day spa to the glamorous destination spa, the services, products, and support offered are vital contributors to overall wellness.

More and more spas are taking a holistic approach to wellness, moving away from a "menu" of individual treatments, to a more complete packaging of treatments, products, activities, and food and beverage. It's a win-win for the spa and its clientele. These more complete packages mean larger individual sales, while for the client, the experience leaves them feeling better, with new ideas and approaches to follow. Done right, it also means more repeat customers.

But what, exactly, does it mean for a spa to take a holistic approach to wellness? How can this extra focus on the health and care of clients also translate into business success?

Ask the expert

Holistic wellness can mean a variety of things to different people. On holistic-wellness-basics.com it is described as a blend of physical, mental, and spiritual well-being—the result of consciously choosing to live a quality life. For greater detail, nutritional therapist, yoga instructor, and wellness coach Peggy Hall has a lifetime of promoting and guiding wellness programs to share.

California-native Hall was dubbed "America's Ultimate Wellness Expert" by Woman's World Magazine, and is a wellness expert for ABC Radio Network, "America Now" by ITV Studios, Clean Eating Magazine, and Oxygen Women's Fitness.

Hall focuses on helping others who are "sick and tired of being sick and tired." She said there are

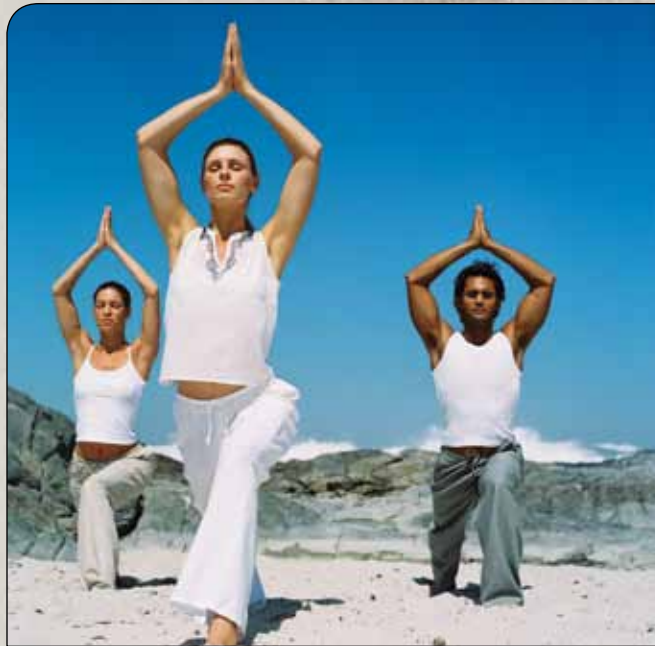
many opportunities for spas to focus on holistic wellness and reap the benefits with their clients.

Healthy combos

Include a variety of expertise in the services offered. Along with the massages and body treatments, offer yoga classes, meditation, nutrition—there are



Peggy Hall



a whole host of topics that contribute to overall well-being. Naturopaths, life coaches, and dieticians services and consulting can be paired with spa treatments to create wellness packages that really have impact. Yoga classes have quickly become popular elements in the spa ritual. If it is not economically viable to keep such a variety of expertise on staff, "there are loads of 'free agents' out there to work on referral, or offer a class

on-site," Hall suggests. "Make these resources available to your clients, and your spa becomes of greater value to them."

Wellness value-adds

Seek out wellness 'extras' that are of virtually no cost to the spa, but added to a treatment or package, increase the overall benefits and experience for the clients. "Look at the offerings where you can have an add-on service to what you're doing," Hall advises. "It could be as simple as playing certain music to harmonize the vibration of your energy centres—whatever it is, market it. It's not just 'generic spa music' but something special. And it doesn't cost you a lot of money to offer this value-add to clients."

Another bright idea is colour therapy—as simple as replacing the standard neutral colours of sheets and towels used during treatments, to tailor to clients' needs. "Red promotes security and comfort, green is for healing and opening the heart, while blue is for communications and truth—and so on," Hall adds. "Just bring in a consultant to create the program, and offer it at a premium."

Give them homework

Including a take-home—be it an actual object or guidelines to follow—enables the clients to continue to focus on their overall

well-being long after the spa date. It will also remind them about their wonderful experience at your spa, enticing them to return.

"Provide clients with a take-away, to bring home as a follow-up, such as breathing, a recipe for energizing tea, or exercises," Hall says. "You could develop a meditation CD for guided visualization which is inexpensive to produce or purchase one and just add your spa brand on the label. Whatever you decide on, it will be a reminder of your spa for your clients to keep in their homes."

The power of tea leaves

The food and drink offered at the spa is an integral element of holistic wellness. Tea is a wonderful tool, with no calories and a true multitude of flavours. Include tea in treatment packages to further promote wellness. Or offer branded teas to take home, to savour and recall the spa experience.

"Tea can play such an important role in your holistic offerings," Hall agrees. "Teas have many benefits, including anti-oxidants, mood-enhancers, calming properties, etc. They are wonderful, yet inexpensive, additions to the spa treatment. Make up your own spa blend of herbal teas, or offer a make-your-own tea bar. Anything getting the client interacting is beneficial. Make it fun—tap into their experimental side." ♦

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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Bringing fitness to the forefront

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Horseback riding at Grail Springs

Fitness classes, yoga, and outdoor activities complement the wellness experience at a spa and can be the perfect match for the treatments offered. "It's a wonderful pairing and I'm surprised more spas don't have fitness offered in their facilities," says Kim Kraushar, co-owner and fitness director at Interlude Spa in Nova Scotia. Spa-goers are aware of the importance of taking care of themselves, and fitness is a natural extension of body care.

Madeleine Marentette, founder of Grail Springs in Ontario, says clients are becoming aware that there are many components to a healthy lifestyle. Keeping active is one of those components. Grail Springs owns 100 acres of land and clients enjoy a range of outdoor activities such as nature walks, canoeing, snowshoeing, and horseback riding, as well as daily yoga classes. Other spas offer yoga passes at monthly increments. Fitness programs are easily paired with body treatments. A client may take a class then have a massage afterward to relax sore muscles. Interlude's Awakening package begins with a one hour private STOTT Pilates class, followed by a massage, manicure, and hair style.

Where to begin?

Introducing fitness is an investment. You have to consider space, training, and a business plan to recoup that investment, says

Kraushar. She adds the fitness industry is vast and spa owners may feel overwhelmed. "You need to do your homework before you invest in something," she says. One option is to attend conferences and workshops to stay current on developments in the fitness industry.

Understanding your clientele, and your spa's philosophy, will help determine which activities to introduce. It may be your clients will be less responsive to a Hot Power Yoga Dance Party class as they are to a Nia class. Grail Springs recently introduced Nia, a popular fitness technique that fuses the "healing arts" such as yoga with movements from the martial arts and dance for a unique fitness experience. "We like to change it up. Bring different philosophies, different techniques. It keeps everything fresh," says Marentette.

Let your client be the guide

Marentette says her clients were not as responsive to indoor cardio classes as they were to outdoor activities. "We noticed when we offered outdoor activities, everybody would attend. And then we'd offer the indoor cardio workout in the morning, and nobody would," says Marentette. "They want to come here and do something different." Marentette decided to convert the indoor gym into a spacious yoga studio. Observe which types of programs your clients respond to and tailor your services accordingly.

Partner and promote

For a city spa, introducing a fitness program can be a challenge due to space restrictions. A spa looking to include yoga could do a collaborative exchange with a nearby yoga studio says Marentette. The spa and the studio promote each other to clients and offer discounts and specials. "Collaboration is key if you don't have the space, because yoga's not very lucrative. People don't want to pay more than \$15 a class, so unless you've got a huge space to bring in the volume, you could lose money," she says.

That being said, the addition of yoga or another fitness option could be just the thing to keep your customers coming through the door, and enjoying spa treatments along the way. ❖



Outdoor yoga at Grail Springs



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Boost clients' wellness through nutrition

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From complimentary fruit and signature herbal teas to a five-star menu designed to please any palate, the nutritional services a spa offers are an important element in the whole body wellness experience for clients.

"Spas are an ideal place to encourage healthy living and provide clients with nutritional information that will work in harmony with the treatments they are receiving," says Lori Stryker, founder and president of the Organic Make-up Company.

Stryker believes knowledgeable professionals can complete the spa experience with sound guidance in health and nutrition by adding a diet of fresh fruits and vegetables, whole grains, plant proteins, and water-rich foods. These provide the essential ingredients to maintain optimal cell function—the foundation for healthy, beautiful skin. It only makes sense, then, that spas encourage their clients to follow a healthy diet on-site as well as between spa visits.

To provide guests with a complete experience, Heather MacKay, spa manager at the Spa at Windsor Arms, says that all the senses must be engaged. Calming scents touch the nose, soothing music fills the ears, and a flavour-rich menu blesses the taste buds. "It's really all about providing an experience—not just a service," says MacKay.

Keep it fresh and flavourful

The menu options provided at the spa should both complement the wellness experience of the treatments and services, as well as help teach clients how to match their diet to their wellness goals. At Ste. Anne's Spa in Ontario, a milk and sesame stone wrap is a popular treatment. Executive Chef Christopher Ennew

also uses the seeds to make a sesame seed-flaxseed cookie. "We try to make people aware that there are many things that go together," says Ennew.

Fresh, local ingredients are a staple in the kitchens of Canada's top spas. Chef Ennew prefers to work with items he can get the same day. Fresh food contains no additives or preservatives, and buying locally supports farmers in the area and is environmentally friendly. When chefs develop relationships with local farmers they also know exactly where the food comes from and the food's condition. Executive Chef Eric Edwards at Grotto Spa's Treetop Tapas & Grill likes to partner with local farms to provide fresh quality ingredients when possible. Tapas are Spanish-inspired appetizers. Because the portions are small, diners can properly digest what they are eating. Tapas are prepared in a short amount of time, which allows the foods to retain their nutrients.

Cheese boards aside, many spas try to eliminate as much fat as possible from the dishes they serve. However, getting rid of the fat does not mean sacrificing flavour. "Everyone thinks fat is flavour," says Ennew, "but there are lots of spices out there. There are lots of marinades, lots of fresh herbs to mix in with any item and using fresh herbs offers a better visual appearance while being more fragrant."

At Elmwood Spa, the ingredients are fresh, seasonal, and incorporate flavour with natural food items. "There are many great flavours that exist naturally in spices, herbs, fruits, and vegetables," says Kathryn Merei, manager of social media and marketing at Elm Spa Group. Since healthy items have a



1. Signature Granola at Ste. Anne's Spa
2. Red Beet Carpaccio Salad at The Spa at Windsor Arms
3. Marinated Winter Kale Salad at The Spa at Windsor Arms
4. Assorted Tapas at the Grotto Spa



The Juice Bar at Elmwood Spa



2



3



4

reputation for being bland or boring, retaining flavour encourages healthy eating.

Super snacks

Spa clients need to stay hydrated during and between services, so plenty of liquids should be made available. Beyond that, spa-goers sometimes need to recharge between services. The Juice Bar at Elmwood Spa serves deluxe smoothies made with non-fat yogurt, fresh-pressed juices, sandwiches, and snacks such as muffins and croissants. The items at the Juice Bar are available for purchase, but the spa also offers complimentary water, herbal tea, and fruit. The Spa at Windsor Arms' snack station offers complimentary organic loose-leaf teas, fresh-baked-in-house cookies, and fresh fruit. However, the organic smoothies and the lunch menu items must be purchased. Owners must determine what they're able to provide complimentary and what they need to charge for. The cost to provide apples is not high and can be offset if you raise the price of spa services by a dollar or two. Clients will notice and appreciate snacks available at no extra cost.

What's your signature style?

There are many ways to bring nutrition into your spa's offerings. Not all spa menus focus solely on nutrition—some are created to add to the luxury of the spa experience. Many spas incorporate edibles into treatment packages. The Couple's Retreat at the Spa at Windsor Arms comes with a glass of sparkling wine. Grotto Spa's Signature Experience package includes endless tapas at the Treetop Tapas & Grill, and Elmwood Spa gives clients the option to add a three-course gourmet lunch. Whether you are serving tea or tapas, keep nutrition at the forefront and be inventive while complementing the spa experience. ❖

Chef Christopher Ennew, Ste. Anne's Spa



Medical aesthetics defined

Navigating through the sea of options of the modern medi-spa

By now you have probably heard the term “medical aesthetics.” Though most of us are familiar with this term, many aestheticians are unaware of what a medical aesthetician does.

A medical aesthetician specializes in advanced skin treatments. They typically perform advanced facials, chemical peels, microdermabrasion, and various laser treatments such as laser hair removal, skin rejuvenation, and minor vascular treatments. Medical aestheticians may also assist physicians with cosmetic injectables such as Botox or dermal fillers.

Medical aesthetics is very much a growing trend. Clinical treatments are moving more mainstream as clients are looking for quicker results with little to no downtime. Many of these treatments are also very cost effective in comparison to plastic surgery.

It is important to acquire the appropriate training needed to be efficient and successful with these advanced skin treatments. Laser treatments require extensive knowledge of the skin and hair anatomy. In fact, constant training on new and emerging products and treatments should be required of all professionals working in medical aesthetics, as the technology and techniques can be exacting.

It is also necessary for you to obtain certification so that you or your employer can obtain proper insurance. Some medi-spa owners have staff training each other in-house and don't realize their insurance may not cover an incident, should one arise.

Some treatments are particularly technical and require a well-trained expert to be effective and avoid safety issues. Chemical

peeling, for example, requires extensive skin knowledge and the ability to recognize specific skin characteristics for an optimal outcome. It is important that you follow all manufacturer guidelines to avoid possible complications such as post inflammatory hyperpigmentation. Many manufacturers will provide training themselves, to help you learn the specifics of their product line.

We are also seeing many “combo” treatments: microdermabrasion in conjunction with chemical peels or laser treatments, or dermal needling with clinical facials or chemical peels (not necessarily done at the same appointment). This is a great way to upsell your client and, in some cases, the best way to get maximum results.

On the business side of medical aesthetics, treatments such as chemical peels and laser hair removal have proven to be very lucrative. You can offer quick, effective treatments to your clients that can deliver immediate results that have a potential profit of up to 90 per cent.

The world of medical aesthetics is vast and growing and could be well worth your while to explore. Continue educating yourself. Education is an invaluable tool that will set you apart. As the saying goes, knowledge is power. ❖



Stacey Johnson is the owner of Esthetics Plus, bringing you the latest trends, products, and education to keep your spa business up-to-date.

And the winner is...

Spawards 2012 winners will be announced in the Spring issue of Spa Inc. Scores of nominations are now before the judges. Learn about the best spas in Canada!



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Inflammation and aging

Aging is a complex phenomenon that involves several factors, both intrinsically—chronological aging—and extrinsically. The latter, however, can gradually increase the phenomenon of chronological aging.

Ongoing research has increased our understanding of this process. For example, skin inflammation is now officially linked to several diseases, including cancer, as well as the aging of the skin.

Inflammation: a natural response

The term inflammation refers to the phenomena occurring at a point of irritation after invasion by a pathogen, that is to say an agent that is capable of producing disease.

In other words, inflammation is the natural response of an organism to a potential threat to its very integrity. It is a non-specific response. In effect, regardless of the pathogen encountered, the mode of action is always the same. Therefore it is not particularly precise, and can actually be quite excessive, even destructive, though for the most part it is quick and effective.

When inflammation becomes a chronic issue

Inflammation is a vital defense mechanism. In the case of infection or injury, immune cells produce mediators, or chemical messengers, that attack and clear the cells in the affected areas. This leads to the production of a large amount of free radicals and the destruction of normal tissue. Following that, the stage of healing and cell repair begins.

Sometimes, if the tissue health is not restored or if it persists as a weak but constant source of irritation, inflammation can become chronic. In this case, the immune system will continue to produce low levels of pro-inflammatory substances, including free radicals, and promote persistent micro-sources of inflammation which can cause constant damage to the surrounding tissue.

However, the inflammatory reaction is not only provoked by the attack of an infectious agent. It can also be triggered by other extrinsic signs and, more specifically in the skin, many other factors can be the cause. Major causes include pollution, smoking, irritants, hormonal changes, or stress. But studies show that the loss of integrity of the skin barrier and exposure to UV rays are the two most common causes of skin inflammation. All of these factors can cause chronic inflammation, thus increasing the production of free radicals and contributing to tissue damage. Similarly, with age, the immune system becomes less efficient and its ability to manage the inflammatory response decreases. It tends to speed up and the level of activities related to the



inflammatory reaction increases. This cascade of events leads to an increased production of free radicals and of tissue damage.

Inflammation and prevention strategies

The relationship between aging and inflammation is clear. Recent research into this link underlines the fact that chronic inflammation is a major cause of premature aging. In effect, damage caused by chronic inflammation accumulates slowly, often without any visible or perceived symptoms. It is for this reason that chronic inflammation is also called silent inflammation, but it leads to severe skin deterioration and, ultimately, accelerated skin aging.

Here are some strategies to integrate in all routine care to reduce the impact of extrinsic factors on the skin and slow down the aging process:

- protect the skin with a UVA/UVB sunscreen product before any sun exposure
- identify the products best suited to the client's skin type and season; hydro-lipid balance of a product is essential to restore or preserve the integrity of the skin barrier
- choose products that help to reduce and prevent the aging caused by chronic inflammation. This includes antiradical agents and anti-inflammatory substances
- limit the use of keratolytic agents or keratoregulators (BHA, AHA, retinol, resorcinol, etc.) and the over-reliance on dermabrasion techniques and chemical peels ❖



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

Achieving supple, radiant skin

Beauty beyond the bar of soap

While cleanse-exfoliate-moisturize is the basic skincare mantra, healthy, glowing skin requires more than a bar of soap and a dab of moisturizer. Regular treatments and supplements combined with a daily regimen of professionally recommended products will keep skin looking its best.

Connect and consult

In order to recommend the right products, skincare therapists must consult with their clients every time they meet, particularly during seasonal changes, says Holly Sherrard, education manager at the International Dermal Institute. If your client uses an oil-controlling moisturizer in the summer, she may need to switch to a hydrating moisturizer in the winter. Skin becomes dehydrated in winter and can lead to conditions such as sensitivity, redness, and breakouts.

Sherrard often gets calls from skincare therapists whose clients are having a reaction to a product and they don't know why. When she asks the therapist what they learned during the consultation interview, they reply they didn't do one.

"It's so important to do a consultation every single time because you never know if a person's on a new medication or if they're going through a stressful period," says Sherrard. These factors can influence what happens on the skin's surface. If you're treating a 20-year-old with the skin of a 40-year-old, you may want to ask about her lifestyle. Also, keep in mind a woman's skin will change monthly due to hormonal fluctuations.

Why soap and water won't do

If you rinse your plate after having a hearty Italian dish made with olive oil, you will notice a film left behind. Water is not enough to get the plate clean and skin works the same way, says Sherrard. Since skin is slightly acidic, the ideal cleanser is pH balanced. Bar soaps tend to be alkaline, so cleansing with soap can lead to dehydration. Sherrard recommends cleansing skin twice in the

morning and twice in the evening. "Your first cleanse is actually removing the surface dirt, and the second cleanse cleans the skin," she says. For the first wash, Sherrard suggests an oil-based cleanser to nourish and cleanse. An oil-based product will not make skin oily as long as the product is formulated with a plant-based oil, such as olive or kukui nut.



For the second wash, use a cleanser that targets a concern (acne, aging) or skin type (oily, dry). The customized cleanser includes ingredients that solve a problem the client wants to address. For example, a clay cleanser will help remove excess oil.

Regular exfoliation helps the skin's natural enzymes function properly. "When the skin is exfoliating on a regular basis and desquamating properly, it's more likely that the barrier function will be intact," says Sherrard. "By exfoliating, you're forcing the skin to bring new cells to the surface."

After exfoliation, you may use a toner to soothe skin, reduce the size of pores, and remove excess makeup or dirt. However, a proper cleanser should do the latter. Moisturizers replenish

and hydrate. In winter, treat dehydrated skin with serums and concentrates, which help repair the skin and maintain hydration as well as the lipid barrier.

Protect from "daylight" not "sun"

The phrase "sun protection" gives the impression sunscreen is only needed during the summer. "Year round we should be wearing a SPF of 15," says Sherrard. Sunscreen should be reapplied every two hours.

Beauty for all seasons

For truly healthy skin, a skincare regimen should transform with the seasons and be tailored to the client's skin concerns and goals. Connecting with the client at each visit will allow you to recommend the right products and treatments for the best results. ❖



1

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www.dermologica.com/ca

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Age Later.



CHINA GLAZE launches Magnetix, a lacquer infused with iron powders. The Magnetix polish uses magnetic forces to create three designs—a starburst, repeating arrows, or diagonal lines—resulting in one-of-a-kind nail art. www.chinaglaze.com



OPI partnered with music maven Nicki Minaj to create a limited edition nail lacquer collection. The Nicki Minaj line features five lacquers in addition to Super Bass Shatter, in colours ranging from fantastic pink, rainbow confetti glitter, to charcoal sparkle. The collection is formulated without DBP, toluene, or formaldehyde. www.opi.com



Deborah Lippmann introduces two new beach-inspired shades for spring: Mermaid's Dream, a shimmering seafoam green, and On The Beach, a vibrant blue. The blend of shimmer and pearl in Mermaid's Dream creates a glamorous satin finish, while On The Beach has a crème finish. www.deborahlippmann.com

LCN's skyPRO LED light unit is a revolutionary new light unit containing high-end and quality-tested LED bulbs, ensuring a UV cure in half the time (60 seconds) of a regular tunnel light. It will never need bulbs replaced as the LED bulbs last 50,000 curable hours. The unit also features an automatic timer. www.lcn.ca



ORLY GelFX is packed with vitamins and antioxidants to promote healthy nails and protect the structure of the nail. There are 35-40 applications per bottle. Gel FX is acetone resistant and free of DBP, formaldehyde, and toluene. Gel FX comes in 32 of the brand's best-selling colours. www.belmonda.com



BIO SCULPTURE's Techniclean Hand Sanitizer is available in 300 ml with pump and in a 100 ml travel size. The formula dries within 10 seconds and is non-drying to skin unlike traditional hand sanitizers. www.biosculpturenails.com



Oro Nero introduces two new products: Eyelids Lifting Cream and Lip Pumping Balm. The intensive eyelid lifting cream reduces wrinkles and fine lines while corrective micro-particles conceal darkness giving the eye area a fresh look. The lip pumping balm's hyaluronic acid, plant stem cells, and hematite stimulate collagen and elastin production. The balm can also be used around the lip area and on the naso-labial lines.

www.intercosmetics.ca



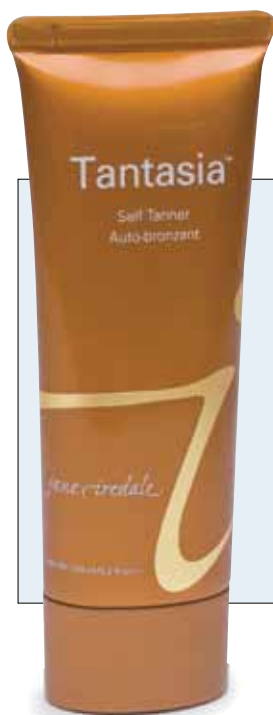
Eminence Organics Herbal Recovery Oil is a luxurious facial oil suitable for all skin types, including sensitive skin. This toning and hydrating oil soothes and renews sensitive, aging skin. Active ingredients include clary sage, olive oil, and ylang ylang, all of which are calming and balancing. Clary sage boosts cell regeneration and firms skin, and olive oil deeply hydrates.

www.eminenceorganics.com



Image Skincare's Total Rejuvenating Hand Crème is a hydrating lotion with UVA and UVB protection. It is ideal for clients with pigmentation concerns, aging hands, or rough and dry skin. Lightening agents such as Koki acid, licorice, mulberry, and bearberry diminish age spots.

www.epbeauty.ca



Jane Iredale's streak-free tanning lotion, Tansasia, builds a deep lasting tan with frequent use and is suitable for all skin types. Ingredients acetyl tyrosine and monk's pepper stimulate melanin production, which allows the shade to mimic the skin's natural tanned colour without sun exposure. Wheat protein provides hydration, so no extra moisturizer is required after application. Tansasia does not contain SPF.

www.stogryn.ca



Guinot's Age Logic Body reawakens the skin cells that have become tired over time. The key active ingredients support cell function and work to combat the cellular aging process. The result is smooth, supple, and more elastic skin.

www.soparc.ca

Farmhouse Fresh introduces Fluffy Bunny, a rich shea butter hand cream, which is lightly scented with lavender and mint. The cream includes blends of cocoa butter, jojoba seed oil, soybean oil, aloe, and vitamins A and E, which combine to soften, soothe, and calm the skin. Fluffy Bunny is vegan-friendly and gluten-free.

www.farmhousefreshgoods.com





RefectoCil Lash and Brow Tinting and Perming Certificate training courses are now available through national distributors. Tints are available in a variety of colours from basic black to daring red. With results lasting up to six weeks, the lashes appear longer and more voluminous as the tinting accentuates the full length of the lashes faded by sun and water. There's no need for daily mascara use so this treatment is perfect for sports enthusiasts, special occasions, and going on vacation.

www.cboncanada.com

Olie Biologique's 100 per cent USDA certified organic Argan Oil is rich in vitamins and antioxidants. Argan oil can be used to treat dry skin, acne, wrinkles, mend split ends, strengthen brittle nails, reduce inflammation, and prevent stretch marks caused by pregnancy or weight fluctuations.

www.oliebiologique.com



Ouidad's sulphate-free Climate Control Defrizzing Shampoo and Conditioner protects curls and maintains colour without stressing the hair. Contains Pro Vitamin B5 for added moisture and shea butter, ceramide 2, glycerine, and sodium hyaluronate to help balance hair's humidity resistance and control frizz. The product is recommended for normal or chemically treated hair.

www.ouidad.com

Herbalind Spa Bath Oils are carefully blended to soothe and restore skin, body, and mind. The oils come in soothing Antistress, stimulating Eucalyptus, refreshing and energizing Juniper, calming and balancing Lavender, relaxing Melissa, and revitalizing and invigorating Rosemary.

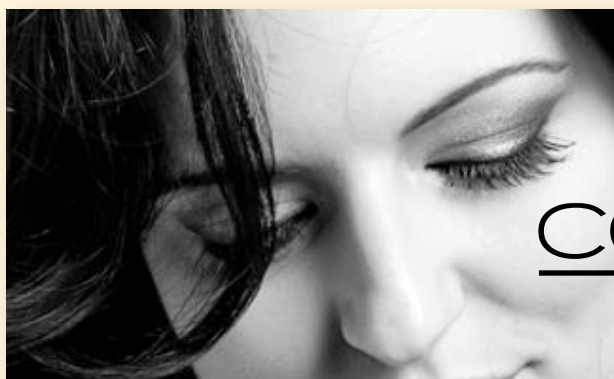
www.cudema.com



Oakworks' new General Procedure Chair balances the need of the medical professional with the comfort and aesthetics of the high-end spa. The chair can transform to a zero gravity lounger and to a bed. The chair is available with stirrups, fold down arm rests, multi-position leg rest, and adjustable head rest to accommodate any type of treatment.

www.oakworks.com

EYES



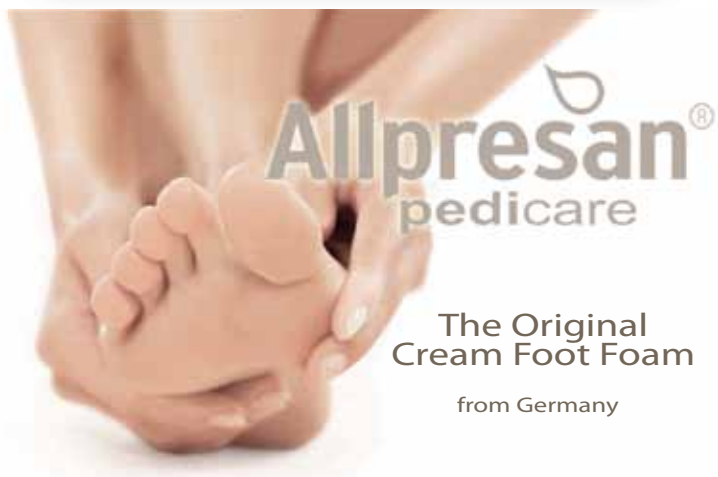
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BIO SCULPTURE CANADA

Vancouver: Gel Certification Feb 19, March 18, April 15; Advanced Sculpting/Nail Art Feb 20, March 19, April 16

Kelowna: Manicure & Pedicure Course March 9-12; Gel Certification March 4, April 22; Advanced Sculpting/Nail Art March 5, April 23

GABRIELLA'S HOUSE OF BEAUTY

Vancouver: Permanent Makeup March 10-15

NORTH AMERICAN SCHOOL OF PODOLOGY

Victoria: Level I Advanced Pedicure CMP Program (4 days) March 25-28; Level 2 Infection Control March 29

Kelowna: Level I Advanced Pedicure CMP Program (4 days) March 25-28

Vancouver: Level 3 Comprehensive Foot and Leg Evaluation (4 days) March 18-21

Alberta

NORTH AMERICAN SCHOOL OF PODOLOGY

Calgary: Level I Advanced Pedicure CMP Program (4 days) Feb 19-22, March 4-7, April 22-25; Level 2 Infection Control April 26

SK

BIO SCULPTURE CANADA

Saskatoon: Gel Certification & Refresher April 16; Advanced Sculpting/Nail Art April 17

Regina: Manicure & Pedicure Course Feb 21-24; Gel Certification & Refresher March 5;

Advanced Sculpting/Nail Art March 6

Ontario

BIO SCULPTURE CANADA

Hamilton: Gel Certification & Refresher Course March 12; Pedicure I & II

Feb 11-12; Pedicure II March 1; Manicure I & II, Pedicure I Feb 27-29; Nail Art Course March 19; Spring Fling Gel Pedicure Workshop March 26

Kitchener: Gel Certification & Refresher Course March 5; Advanced Sculpting/Nail Art March 6

Brampton: Gel Certification & Refresher Course March 19; Advanced Sculpting/Nail Art March 20

Ottawa/Gatineau: Gel Certification & Refresher Course March 5, March 12, April 16, April 30; Nail Art (bilingual) Feb 6, April 2; Manicure & Pedicure Course Feb 20-23; Advanced Sculpting (AM English/PM French) Feb 27, March 26, April 23

NORTH AMERICAN SCHOOL OF PODOLOGY

Cobourg: Level I Advanced Pedicure CMP Program (4 days) April 22-25

SKIN CARE ACADEMY

Richmond Hill: Threading March 25; Eyelash Extensions Feb 20, 27; Brazilian Waxing Feb 26; Reiki Level 2 March 11; Threading March 25

Quebec

BIO SCULPTURE CANADA

Quebec: Gel Certification March 9

St. Eustache: Gel Certification Feb 13, March 19, March 26; Manicure & Pedicure Course Feb 21-24; Advanced Sculpting/Advanced Tip Application March 20

BELMONDA

Pointe-Claire: Facial & Skin Care Feb 7-29 (6 days); Gel Nails (4 days) Feb 15-March 16; Soak-Off Gel Training Feb 20; Holistic Beauty Training March 5;

Professional Makeup Day March 12; Waxing Course (3 days) March 13-27; Makeup Course (5 days) March 14-28; Semi-Permanent Eyelashes March 19-26

NB

BIO SCULPTURE CANADA

Moncton: Gel Certification & Refresher Course March 19, April 16; Advanced Sculpting/Nail Art April 17

Send us your events. Get listed!

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

EVENTS

February 2012

Esthetique SPA International
February 26-27
Vancouver, BC
www.spa-show.com/1-spas-how/esthetic-show-Vancouver.html

March 2012

Face and Body Midwest 2012
March 3-5
Chicago, IL
www.faceandbody.com/midwest

Hair Exchange Winnipeg
March 12, Winnipeg, MN
www.cosmoprofbeauty.com/Education.aspx

SPATEC Spring
March 14-17
Orlando, FL
www.mcleaneventsinternational.com

The Makeup Show LA
March 17-18

Los Angeles, CA
<http://themakeupshow.com>

April 2012

Esthetique SPA International
April 15-16
Las Vegas, NV
www.spa-show.com/8-spashow/esthetic-show-LasVegas.html

SPATEC Europe
April 18-21,
Marbella, Spain
www.mcleaneventsinternational.com

International Esthetics,
Cosmetics & Spa Conference
April 22-24
New York, NY
www.iecsc.com/ny

Esthetique SPA International
April 29-30
Toronto, ON
www.spa-show.com/4-spashow/esthetic-show-Toronto.html

by Theresa Rogers

Sherina Jamal



Sherina Jamal is the Founder of Ancient Secrets Inc. and developer of the Beauty Through Balance spa line. After creating two do-it-yourself recipe handbooks for skincare, Jamal introduced her first ready-made skincare line in 1997. In 1998, she was the proud recipient of the Young Entrepreneur of the Year award from the local Chamber of Commerce. Jamal was one of the first to incorporate fresh Canadian indigenous ingredients into advanced spa formulas and has since focused on sourcing other unique indigenous ingredients from all over the world.

What's your favourite way to relax?

I love to cook. After a long day at work, whipping up a healthy meal is a great way for me to unwind.

How do you keep the line fresh?

We always keep on track of current and future industry/consumer trends. We are also always researching raw ingredients from around the world that have been used for centuries for their remarkable healing and rejuvenating properties.

Our most popular treatment...

... is our Signature Series Body Balancing Treatment. This incorporates a full body exfoliation using our Green Tea Seaweed Salt Glow (boosted with our Pacific Seaweed Concentrate), followed by a warmed full body wrap using the Seaweed Body Firming Mask. The treatment is completed with the Seaweed Body Butter and Glacial Revitalizing Mist. A great add to this full body treatment is a massage using our Green Tea Indian Spice Massage Serum or a Hydrating/Purifying express facial offered while the client is wrapped. The fresh seaweed, Canadian glacial clay, anti-oxidants, and pure essential oils create a therapeutic grade healing experience for every client.

What's on my nightstand right now...

Clean Eating is one book. The other is *Islands of Profit in a Sea of Red Ink* by Jonathan Byrnes.

I got into this business because...

... of my passion for creating advanced therapeutic natural products that went beyond just basic topical skincare, coupled with providing education to both the general public and industry professionals on aspects relating to spa business, and natural ingredients for skincare and wellness.

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