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On behalf of the entire team at M'lis, I want to extend our sincere thanks to the spa community and to American Spa magazine for the presentation of this award. We feel privileged to be able to work with so many incredible spa professionals and to provide the tools to help improve the lives of those they serve. I also want to extend my personal appreciation to the doctors, scientists, and growers who have enabled us to create the best beauty supplements on the planet. From all of us at M'lis, thank you!

— Wallace Vigo Nelson, N.D., CNHP, CEO, M'lis

”



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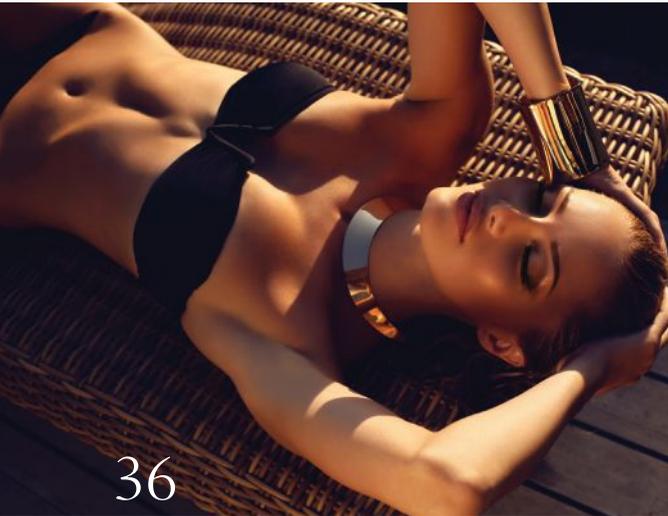


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NATURAL THERAPY

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ON THE COVER

A Healthy Glow
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From the EDITOR



Alexa

ALEXA JOY SHERMAN
MANAGING EDITOR
 asherman@creativeage.com

As we wrap up production on this issue in late March, the world has been changing in ways we never could have foreseen. I debated about whether or not to talk about the circumstances surrounding COVID-19 (Coronavirus) in this note, given that things have been evolving daily, if not hourly. I can't possibly predict what will happen next, and there's no way I can say if things will be better or worse by the time this issue comes out.

What I *do* know, however, is that I've been blown away by how the people in this industry—and, really, people all over the globe—have come together in the most creative and constructive ways. That includes skincare companies offering online workshops and continuing education; spas making essential items like gloves, masks, hand sanitizer and even toilet paper available to hospitals and their local communities; and beauty and wellness pros everywhere simply sharing a bit of perspective, hope and humor on social media. (See below for a few of our own most-loved posts.)

I also know that humans are resilient, and although a lot of you have been hit especially hard—including being forced to shut down your businesses for the moment—you will rise up and be stronger than ever. Here's hoping that the articles in this issue will prove useful as soon as that happens—and that it's already happening as you read this.

#shelfies



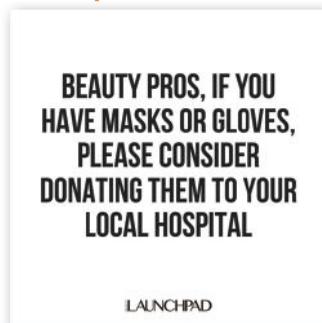
To restore moisture after frequent hand-washing, I've been using **Jane Iredale HandDrink**, which not only nourishes my skin and cuticles, but smells like fresh-squeezed lemonade.

A warm bath always helps me destress, and this **Way of Will Soul Soak** makes it extra relaxing with muscle-soothing Epsom mineral salts and energy-balancing grapefruit and lavender essential oils.



These naturally tinted **Good Behind The Glam Organic Lip Balms** are my new obsession, adding sheer color, along with extreme healing and hydration.

Help, Humor and Hope



This post from our sister publication, *Beauty Launchpad*, was a stroke of genius that inspired a lot of businesses to contribute in any way possible.



Laughter is the best medicine, as this post from esthetician and makeup artist @kathryncraigle clearly demonstrates.



Sola Salons owner @hairbykristinsnyder created a change.org petition to request an economic hardship package specifically for beauty industry workers which, at press time, had more than one million signatures.

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BUILDING BLOCKS



LAUNCHTIME!

The new **DermaSwiss Acne Line**, available in professional and retail sizes, includes a Normalizing Lotion, Purifying Cleansing Gel, Clarifying Serum and Anti Impurities Complex. The products are designed to help manage combination, oily, and rosacea- and acne-prone skin with ingredients including a probiotic and derivatives of azelaic acid and licorice. The result is a hydrated and healthy complexion without irritation. dermaswiss.com

Using the eye-safe retinol alternative bakuchiol, along with anti-inflammatory caffeine and a cooling rollerball, **HydroPeptide Vital Eyes** increases blood circulation, instantly depuffs, and minimizes the look of dark circles, fine lines and wrinkles over time. hydropeptide.com

Featuring the same formula as the brand's popular Avocado Oil Lip Hydrator, along with a perfect pop of color and shimmer, **Sorella Apothecary Tinted Lip Hydrator** is available in three hues, named after each of the cofounder's daughters: Alouetta (plum), Remy (nude) and Winnie (pink). sorellaapothecary.com

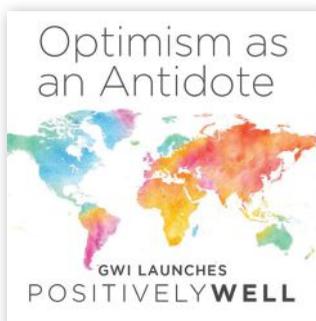
A daily skin supplement from **ZitSticka**, the makers of Killa microdart patches, **Skin Discipline** is a dermatologist-recommended formula that minimizes breakouts thanks to ingredients like zinc and skin-friendly probiotics, which help ease surface-level inflammation, regulate sebum levels and balance skin-supportive bacteria. zitsticka.com

STAYING POSITIVE

To temper concerns about COVID-19 (Coronavirus) and other diseases, the Global Wellness Institute (GWI) recently launched the PositivelyWell campaign. "Your body's first line of defense against any infectious disease is your immune system; maintaining and enhancing your immune system begins



with actions you take to optimize your nutrition, exercise, sleep, social connections and mental health," notes GWI board member Richard Carmona, MD, MPH, FACS, the 17th Surgeon General of the United States.



The new online resource aims to address COVID-19 by educating the public and private sectors about the benefits of preventative health and wellness. For instance, visitors to globalwellnessinstitute.org/positivelywell will find medical studies about how optimism impacts health, along with other valuable resources. As the Institute notes: "We believe this is the ideal time to encourage family, friends and colleagues to focus on building a strong immune system through exercise, healthy nutrition, stress reduction, smoking cessation, optimism and more ... the very things that the GWI represents."



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Earthlite's new line of eight (8) premium, single note essential oils and six (6) aromatherapy blends contain 100% organic oils extracted from globally sourced botanicals. Earthlite, and its Chief Product Alchemist, Tara Grodjek, have committed to procuring only the purest essential oils available. The Master formulated Holistic Alchemy™ blends include Balance, Calm, Muscle Soothe, Purify, Revive and Sleep. Earthlite's therapeutic grade essential oils maximize the effectiveness of your aromatherapy, massage therapy, spa treatments and home care rituals.





RETAIL RULES!

Q: What are your top tips for helping spas boost retail revenue?

“Nothing helps more than educating your staff—and therefore your customers—about why the products used in your services make a difference. Listening to what customers are trying to achieve during their visits gives therapists the opportunity to make recommendations that will significantly increase retail sales. They can then provide guests with a prescription card or menu of the products used in a service or recommended for maintenance at home. You can also suggest a favorite new product and offer the all-important promotional gift items with purchase, and always remember to ask guests if they need a gift certificate for any friends or family members who might be celebrating special occasions.” —**Bruce Schoenberg, owner, Oasis Day Spas in New York City**



2020 Visionary

The International SPA Association (ISPA) has announced that Kerstin Florian will be its recipient of the 2020 ISPA Visionary Award, to be presented at the 30th annual ISPA Conference & Expo, scheduled to take place at The Gaylord National Resort

in National Harbor, Maryland, from October 14 to 16. “Kerstin has set the standard for innovation and vision for the spa industry,” says ISPA President Lynne McNees. “This award is a testament to the dedication and passion she has displayed during her career, and we are honored to have her as a part of the ISPA community.”

The ISPA Visionary Award is presented each year to someone in the spa industry who has made significant contributions to both the definition and positive movement of health and wellness over the lifetime of their career. “We can all make an impact on our own, but working with dedicated, like-minded people allows us to make that much more,” says Florian. “To be recognized by respected peers for contributing to that positive impact is one of my life’s most gratifying and humbling experiences.”

SERVICE STATION

KNESKO recently introduced its **GEMCLINICAL Intuitive Healing Facial Rituals**, featuring masks from its precious and semi-precious gemstone collections. The new treatments utilize the Reiki-infused GEMCLINICAL masks and KNESKO’s proprietary Maskâge massage technique to provide a complete guest experience that engages sight, smell and touch.



In addition to addressing the visible signs of aging, including fine lines, wrinkles, dryness, puffiness and uneven skin tone, the services are designed to help rebalance the chakra energies within the body—and resort and spa partners have been praising the clinical results combined with the deeper mind-body-spirit experience. Spas can offer four Facial Ritual options, each with its own intention:

Intuition/Nano-Gold Repair focuses on having the courage and faith to trust one’s inner voice and balance the third eye to increase intuitive wisdom.

Connection/Diamond Radiance emphasizes having the desire and faith to feel more connected to the higher self and universe to allow joy into the heart and trust divine guidance.

Love/Rose Quartz Antioxidant encourages having more appreciation for and compassion toward oneself.

Grounding/Black Pearl Detox is about feeling connected to Mother Earth and more grounded.

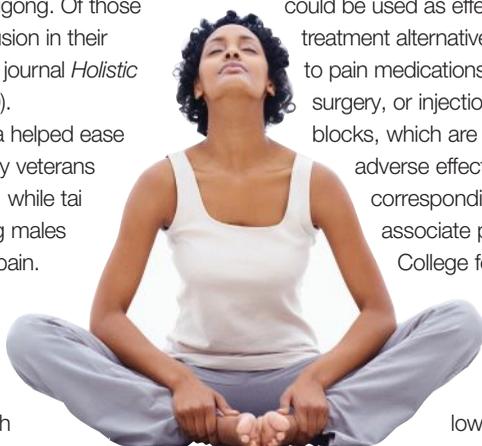
STRIKE A POSE AGAINST BACK PAIN

About 80 percent of Americans will experience low back pain at some point, and patients are often advised to manage the issue with exercise and mind-body interventions. But do they really help? To find out, researchers looked at 625 peer-reviewed articles and evaluated the evidence for the effectiveness of yoga, tai chi and qigong. Of those studies, 32 met the criteria for inclusion in their review, which was published in the journal *Holistic Nursing Practice* (February 6, 2020).

Key findings indicated that yoga helped ease back pain, especially among military veterans and others with chronic conditions, while tai chi was particularly effective among males in their 20s with acute lower back pain. In the general community, tai chi also showed greater reductions in pain intensity and pain-related disability than the control intervention. There were not enough

studies to document whether or not qigong was effective, but the authors say it might still be helpful.

“Yoga, tai chi and qigong could be used as effective treatment alternatives to pain medications, surgery, or injection-based treatments such as nerve blocks, which are associated with a high incidence of adverse effects in treating lower back pain,” says corresponding author Juyoung Park, PhD, an associate professor at Florida Atlantic University’s College for Design and Social Inquiry. “We need more clinical trials and empirical evidence so that clinicians can prescribe these types of interventions with more confidence for managing lower back pain in their patients.” **DS**



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Kidding Around

It's never too early to teach children about the importance of self-care and good hygiene. Here, we feature a selection of adorable beauty products perfect for pint-size spa-goers.



- 1 Skinbuzz Bee Safe Mineral Sunscreen skinbuzz.com 2 Wet Brush Disney Princess Original Detangler in Jasmine saloncentric.com 3 Little Green Shampoo & Body Wash littlegreencares.com 4 Good for You Girls Vanilla Jasmine Hair + Body Mist goodforyougirls.com 5 Klee Girls Natural Mineral Makeup 4 Piece Set kleenaturals.com

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DERMASWISS Clarifying Serum

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dermaswiss.com

DERMAWARE Unplug Gel Perfect for use with galvanic or manual facial treatments, this concentrated gel contains copper citrate, gluconic acid and minerals to open comedones and soften congestion.

dermaware.com

SAIAN Spot Treatment

Taps salicylic acid, colloidal sulfur, magnesium and more to kill germs and bacteria, drying out even severe and cystic acne without causing irritation or discoloration.

saian.net

HYDROPEPTIDE Purifying Cleanser

Balances oil and calms the complexion with ingredients including a clearing peptide, 0.5% salicylic acid, kaolin and bentonite clay, and chamomile.

hydropeptide.com

M' LIS Clay Purifies and refines with French green clay, debris-lifting bentonite, and plant-based extracts.

mlis.com

ZITSTICKA Killa Kit These self-dissolving microdart patches flood early-stage acne with targeted, dermatologist-backed ingredients, clearing the upcoming drama before it gets real.

zitsticka.com

BLEMIFREE All-Day Lotion Part of a comprehensive kit from Equibal Labs, this light moisturizer combines an astringent formula with chamomile, hamamelis and goldenseal to clean, protect and refresh.

blemfree.com

PHYTOMER Acnipur A

lightweight fluid that features a mattifying marine ingredient to help soothe inflammation, control oil and heal acne lesions.

phytomerusa.com



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MUST HAVE

MASS A-PEEL

The reasons for the popularity of peels are as plain as the visible results on spa-goers' faces (not to mention their hands, necks and décolletage). From enzymes to acids, and professional to at-home options, these offerings help minimize the appearance of wrinkles, age spots and sun damage to deliver smoother, brighter skin overall.



- 1 Dr. Dennis Gross Alpha Beta Universal Daily Peel** Launched 20 years ago, the popular at-home peel pads combine AHAs and BHAs with antioxidants to improve uneven tone and texture. drdennisgross.com
- 2 Bella Schneider Beauty Naturals Hibiscus & Green Tea Delicate Peel** Taps a bevy of botanicals to remove dead skin and other impurities. bellaschneiderbeauty.com
- 3 Eminence Calm Skin Chamomile Exfoliating Peel** Lactic and mandelic acids merge with chamomile, calendula and arnica to renew, refresh and soothe the skin. eminenceorganics.com
- 4 DermAware Saving Face Rosacea Peel** Perfect for acne and pigment control, this peel is available to estheticians in levels 1 to 3, and medical professionals in levels 4 and 5. dermaware.com
- 5 FarmHouse Fresh Illumination Fruit** A pro-strength peel mask that blends malic, lactic and citric acids with naturally occurring fruit acids for a gorgeous glow. farmhousefreshgoods.com
- 6 Provence Cosmetics Raspberry Active Peel** Enriched with AHAs and moisturizing agents to increase cellular turnover while pampering and protecting the skin. provencecosmeticspro.com
- 7 HydroPeptide Anti-Wrinkle Polish & Plump Peel** Smooths and brightens the complexion by combining a gentle microdermabrasion with a light chemical peel in two simple steps. hydropeptide.com

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New Skincare Approach



When **DermaSwiss** was faced with the task of developing a skin care line catered to oily, mixed, and acne-prone skin we set out with a goal in mind, to avoid a product that could result in dehydrated, stiff and lackluster skin.

The irritation, erythema, and skin eruptions already present, seemed like it could go without even more damage to the skin. Building an award-winning product line for this market was no easy task, but it was achieved through careful development and testing that defines the kind of work done at **DermaSwiss**, yielding results and effectiveness with a simple and continuous routine.

We focus then, on selecting delicate but very efficient ingredients that target the main problems of the skin type, such as: maintaining balance within the skin microbiome, normalizing the production of cutaneous sebum, reducing the small spots created by injuries, and reducing skin inflammation and erythema.

To achieve this goal, we chose three key ingredients: a prebiotic that acts directly on the normalization of the skin's microbiome, a derivative of azelaic acid that regulates the excess production of cutaneous sebum all

while diminishing the small spots caused by acne lesions, a licorice-derived concentrate, which helps reduce inflammation and redness of the skin, and a variety of natural extracts rich in triterpene saponins, flavonoids, tannins, amino acids, terpenic acids, mineral salts, polysaccharides, vitamins A, B and C; organic acids and essential oils. Our **Acne Control line** consists of three products. Firstly, a sulfate-free facial **Purifying Cleansing Gel** that eliminates excess sebum, waste products, and can also exert a descaling effect on pores and comedones. Second, a rich tonic **Normalizing Lotion** in natural extracts which can not only act to remove impurities after facial cleansing, but also brings the skin to normal pH, contributing to its balance. Lastly, **Clarifying Serum** with a high prebiotic content that keeps the skin hydrated while exercising its normalizing action.

As a result of a daily am/pm routine, you will get bright, healthy skin without the irritating effects that often accompany the regular treatments used to combat the symptoms of the skin types mentioned above.

Johana Moya

Product Quality and Development Dept.



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Breaking Down Barriers

Spa pros give us the lowdown on lipids, including how to preserve this protective component of the complexion.

What role do lipids play in skin health?

Bre Morris, owner, Alchemy Face Bar in

Denver: Lipids are the skin's natural fats. They aid in the repair process, protect from environmental stress and prevent water loss.

Kimberly Nichols, MD, FAAD, board-certified dermatologist, NicholsMD of Greenwich in

Connecticut: The skin has three main layers, including the outermost stratum corneum, which consists of dead skin cells—called corneocytes—and lipids. If you think of the stratum corneum as a brick wall, the skin cells are the bricks and the lipids are the cement that keeps them together. This “cement” is comprised of three primary lipid classes: ceramides, cholesterol and fatty acids. When these compounds are present in the proper amounts and ratio, they help protect the skin. If the barrier is compromised, this can lead to transepidermal water loss, which can cause skin shedding and make the complexion rough and dry.

Kira Clark, LMT, licensed esthetician and owner, Face & Body Boutique in Boulder, Colorado: Lipids are key in strengthening the skin's protective barrier by helping prevent the loss of water and electrolytes. They also keep bad bacteria at bay as part of the skin's innate immune system.

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What are the most common causes of a depleted lipid barrier, and what helps to restore it?

Nichols: Extreme environmental conditions (cold winter air, wind, low humidity), overuse of harsh products and exfoliants, and factors related to aging, lifestyle and diet can all be culprits. Sunscreen must be worn daily, and topical skincare ingredients should include barrier-repairing ceramides and fatty acids; occlusives like natural oils, squalene and petrolatum; and humectants like hyaluronic acid (HA). I recommend SkinCeuticals Triple Lipid Restore 2:4:2, as it's a cream packed with lipids in the perfect ratio to restore hydration to aging, dry or depleted skin.

Clark: Foods containing toxins, allergens and hormones can overburden the immune system and cause inflammation in the body—including the skin—which will deplete the lipid barrier. Excessive exfoliation can be an often-overlooked problem, along with environmental damage and skincare products that contain toxic ingredients. Two of my favorite products for replenishing and protecting the lipid barrier are Guinot Age Nutritive moisturizer and Skin Therapy Emu Dermyl.

Morris: Causes include aging, harsh cleansers, excessive physical or chemical exfoliation, hot water, dry climates, smoking, alcohol consumption, sun exposure and not getting enough essential fatty acids in the diet. Products like Éminence Rosehip Triple C+E Firming Oil, which contains rosehip oil, seabuckthorn oil and milk thistle, can help restore and maintain a healthy lipid barrier.

Describe your top service for replenishing lipids in the skin.

Clark: Everything we do helps support the lipid barrier, but our game-changer is the Skin Renewal Facial (75 min./\$128). We begin with a Hydrabeauty treatment for a deep cleanse, followed by dermaplaning/

microdermabrasion to exfoliate and leave the skin baby-smooth, and then a relaxing, rejuvenating face and neck massage. We finish with Guinot's Hydradermie treatment, featuring nutrient-rich gels and galvanic current to balance the epidermal layers and help the fortifying, barrier-strengthening ingredients penetrate more deeply. Afterward, people tell us they get accused of having had Botox and fillers!

Nichols: We offer SkinFirm (60 min./\$550), a microneedling treatment which allows for enhanced delivery and permeability of professional lipid-restoring products and helps to heal the skin, build collagen and improve hydration. Our patients love how glowing and dewy their complexion is a few days after their treatment, and many also report decreased acne scars and wrinkles after multiple sessions (we recommend three to six for optimum results).

“Foods containing toxins, allergens and hormones can overburden the immune system and cause inflammation in the body—including the skin—which will deplete the lipid barrier.”

Morris: Our Crystal Elixir facial (45 min./\$80) includes a plant-based peel that gently exfoliates dead skin cells while promoting elasticity, along with a crystal massage to help with lymphatic drainage, and the application of organic masks and serums to heal and replenish the complexion. Clients call to rebook this service once or twice a month because of the noticeable change in their skin's appearance—they always say that it looks and feels so much smoother, and that the glow lasts for days. **DS**



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Celluma Light Therapy Benefits Your Clients

- Maintain results between appointments
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- Safe & effective in-home use

“When I was forced to close our spa doors due to COVID-19, we had to get creative to keep a revenue stream coming in. Our clients are in need of facials, but how can we treat when we were mandated to shut down? Celluma!! The Reseller and drop-ship program allowed me to treat my clients at a distance, without having to buy product. I’m thankful to Celluma for changing their protocol so we could drop ship and not have to buy stock during this uncertain time. Thanks Celluma!!”

Melissa Fox L.E., Flawless by Melissa Fox, Coral Gables, Florida

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From easing aches and pains to soothing sensitive complexions, the benefits of arnica are perfect for bodywork and skincare services.

A PERENNIAL HERB IN THE SUNFLOWER FAMILY

that mainly grows in Siberia, central Europe and temperate parts of North America, the arnica plant—also known as mountain daisy, mountain tobacco, leopard’s bane and wolf’s bane—has been used for centuries to treat inflammation and pain. Its first documented medicinal use dates back to the 1500s, and folklore suggests that humans realized it could be useful for healing bruises and injuries when they observed mountain goats and sheep seeking out the plant after stumbling and falling on hillsides. A North American indigenous tribe is also said to have used a tea made from arnica roots to ease back pain, while the German writer Goethe claimed that arnica saved his life by bringing down a persistent high fever. As a homeopathic remedy, arnica—particularly the species *Arnica montana*—can be found in topical gels, creams and oils, as well as in oral supplements and tinctures.

WHY IT’S A SKINCARE ALL-STAR

Arnica’s anti-inflammatory, analgesic, antibacterial and antiseptic properties make it well suited for use in all sorts of spa services, from sports massage to facials. “Arnica has many benefits that help soothe and reduce inflammation as well as acne,” notes Heather Glenn, esthetician team lead at Tallgrass Day Spa in Evergreen, Colorado. Its ability to boost immunity is believed to help decrease healing time in bruises, aches and pains, and it can even be tried in cases where a bruise never fully healed.

Many medspas also advise patients to apply arnica topically and/or ingest it in tablet form prior to and after getting injectables and other cosmetic procedures to help minimize swelling and discoloration. Some acupuncturists do the same, especially prior to facial protocols. “It can also be used for rashes, scars and stretch marks, and some even use it to reduce the appearance of dark circles—in which case, we



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recommend a gel version combined with coconut or almond oil,” says Dali Singh, owner of Blue Marigold Massage + Wellness in Portland, Oregon.

IN THE TREATMENT ROOM

At the Harbour Club Day Spa and Salon in Wilmington, North Carolina, the Yon-Ka Sensitive Treatment (60 min./\$125), which includes the brand’s arnica-infused Sensitive Masque, is in high demand because of its ability to instantly reduce redness, says licensed esthetician Grace Louise Messick. “We recommend a weekly treatment for the first month, and then once a month thereafter to maintain the healthiest skin possible,” she says, noting that guests love how the service “puts the fire out” and leaves them with a refreshed and vibrant complexion. It’s for these same reasons that the spa also applies a thin, leave-on layer of the masque following facial waxing services.

For clients in search of relief from sore muscles, Tallgrass Day Spa offers the Colorado Recovery Massage (60 min./\$150). The service involves deep tissue work with CBD and/or arnica gel, depending upon personal preference. “We apply the arnica to target areas where the guest is experiencing muscle soreness, bruising, pain or inflammation,” says massage team lead Christy Clark. The spa also performs customized facials (50-80 min./\$110-\$150), which typically include products containing arnica when the client has sensitive skin or rosacea, says Glenn, adding that she especially likes to use the Éminence Calm Skin Arnica Masque and Booster-Serum in these services.

An Arnica + CBD add-on treatment (5 min./\$20) is a big hit with massage clients at Blue Marigold. “We apply arnica-based oil all over the body, and an all-organic, hemp-derived CBD salve on areas like the back of the neck, around the knees and other throbbing areas,”

says Singh. “Combining these two powerful herb allies helps our clients achieve the ultimate in relaxation and pain relief.” During the service, therapists typically reach for brands like Innate Organic Body. “Their balms contain arnica and CBD with additional anti-inflammatory ingredients like turmeric and ginger,” explains Singh. “For body oils, we use NOW Arnica Warming Relief Massage Oil, as well as Weleda Muscle Massage Oil in situations where more potency is required.” Clients are so pleased with the results of these powerful remedies that they continue to request the add-on treatment. “Others, having experienced the benefits, purchase arnica products for at-home use, as well,” Singh adds. **DS**

FUN FACTS!

- *Arnica montana* is a protected species in Belgium, France, Germany, Italy, Poland and some parts of Switzerland, and its declining occurrence in Europe may be related to soil quality. For this reason, the closely related *Arnica chamissonis* is also used.
- A *British Journal of Dermatology* study (August 2010) found that topical 20% arnica ointment reduced bruising more effectively than a placebo.
- The dried flower head is the most widely used part of the plant in commercially available dosage forms of arnica.
- Unless diluted, arnica is toxic when taken by mouth; the usual homeopathic preparations are in strengths of 1:10 and 1:100.
- Arnica should never be applied to broken skin, as too much could be absorbed by the body.
- If someone is allergic to sunflowers, it’s likely that they’ll also be allergic to arnica.



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THE FLOATING SPA at Monkey Island Estate

Bray-on-Thames, England

NEED TO KNOW

To some, the words “floating spa” may conjure images of expansive facilities aboard major commercial cruise ships. However, *this* Floating Spa—a traditional canal barge moored off a seven-acre, private island near London on the River Thames—looks nothing like that. The boat forms part of the historic Monkey Island Estate (monkeyislandestate.co.uk), named for the monks who settled there in 1197.

In the early 18th century, the Duke of Marlborough purchased the land to build an angling retreat, which morphed into a riverside inn that attracted royalty, actors, poets and authors. After another golden era from the 1960s to 1980s, Monkey Island fell into decline—until, in 2015, YTL Hotels took over, with its Spa Village subsidiary custom-building the wooden

vessel, and Champalimaud Design restoring the 47 guest rooms. Later, in spring 2019, The Floating Spa made its debut.

Wellness experiences begin in the Wheelhouse, where spa guests are welcomed with a rosemary sage elixir, and then guided to one of three treatment cabins. Facials and massages—inspired by water or based on indigenous ingredients—showcase niche brands Moss of the Isles, ISUN and Haeckels. Following treatments, clients can sip tinctures made from estate-grown herbs at the Remedy Bar.

BUSINESS SAVVY

Spa consultant Melissa Mettler, who was responsible for the boat’s concept, design, menu development

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“The breath is where the magic happens—the stories, the human interaction, the touch points that resonate with the guest’s heart.”

and launch, describes the current clientele as a mix of overnight guests and nearby residents. “We quickly established a high return rate of local clientele,” she notes, crediting stellar therapists and attractive pricing.

Even with the spa’s unique concept, marketing has also been key to attracting business. PR campaigns have helped secure coverage in publications including *Condé Nast Traveler*, who designated Monkey Island Estate one of 2019’s “Best New Boutique Spa Hotels.” Mettler says the “spa on a boat” identity proves fruitful on social media, as well, but emphasizes the importance of customer service above anything else. To that end, she goes so far as to liken the spa experience to the human body: “The bones are the foundation, with no compromise—everything the guest encounters must be spot-on, including impeccable facilities. The muscles are the program—our concept, our spa menu. The breath is where the magic happens—the stories, the human interaction, the touch points that resonate with the guest’s heart. If the staff understand and deliver the bones and muscle, it leaves space to empower our visitors to explore the ‘breath’ aspect of the journey. That’s what makes for memorable experiences.”

SIGNATURE SERVICES

A limited but thoughtful menu includes The Monks’ Elixir (90 min./\$138), which begins with a tasting of three small cocktails steeped in medicinal herbs. Next, the therapist performs a revitalizing, full-body massage using lymphatic rolling techniques. Paying homage to the island’s former inhabitants, the service incorporates centuries-old rituals and traditions, including smoke smudging—featuring sage from a monastery in the Pyrenees—and anointing using house-cured oil infused with arnica, angelica, lemon balm and frankincense. Meanwhile, warm herbal packs serve to relieve stiffness and improve mobility in the joints.

The Floating Massage (60 min./\$110; 90 min./\$138) is performed on an aqua-cushion bed designed to cradle and support the body, enabling muscles and tendons to be manipulated from various angles. The therapist employs rhythmic movements to ease tension and deeply relax the guest, while pain-relieving arnica, ginger and rosemary essential oils help facilitate the release response. Ultimately, the service “captures that soothing and peaceful feeling of being on the water,” says Mettler. “It’s like a beautiful dance.” **DS**

Lesley McCave is a writer and former *DAYS SPA* executive editor based in Los Angeles.

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Vision Quest

Virtual Reality is taking spa experiences to the next level.

SPAS AND SCREENS—who would have thought? When most people step into a spa, they typically aspire to enter the realm of candlelight, lavender oil and massage beds, not video imagery and conjured sound. So, it may seem strange that virtual reality (VR) technology is a rising trend in spa relaxation. Unforgettable experiences are VR's trademark, and those experiences are easily tailored to the spa setting as standalone offerings with deep relaxation meditations, as well as before longer services to help spa-goers destress.

Take the Relax VR Treatment, a program designed by meditation expert Sourabh Jain. Aiming to harness VR's immersive power for the wellness space, Jain and his Silicon Valley-based Relax VR team put together a package specifically for spas. It begins by enveloping

clients in a pristine natural environment, featuring beaches, forests, mountains or even outer space. Then, a gentle voice leads users into a meditative state. "We've seen a lot of growing interest as spas seek to differentiate themselves and stay up to date with the latest trends," reports Jain. The package can be purchased for an upfront fee or rented monthly, and custom branding is also available.

"We're really at the very beginning of exploring the possibilities of using VR in spas," says Jain, whose team also includes a VR research specialist and a clinical psychologist. "The technology integrates well with relatively still spa treatments, such as massage, where clients can feel as though they are in a beautiful, remote area with a personal massage therapist."

The relaxation room at Hylunia Wellness MD Spa in Newport Beach, California, is where spa founder and Ayurvedic physician Vythi Lingam has set up a custom VR session for guests. This spacious lounge contains herbal teas and a selection of health-minded snacks. It's also as dimly lit as a movie theater; a screen spans the entire front wall, playing footage of tropical ocean life to establish the room's mood.

“Many times, guests feel they need to carry on a conversation. With this treatment, they’re able to lay back, enjoy the heated chair massaging their back and immerse themselves further in relaxation.”

Once clients settle into a fully reclining Balinese chaise and snuggle under a blanket, a therapist hands them a VR headset and gently helps them put it on. Then, the experience begins: Accompanied by the sounds of waves and birdsong, Dr. Lingam speaks softly in his lilting Sri Lankan accent, guiding guests to relax their limbs and release their worries as their headsets are filled with dazzling vistas. This meditation, devised by Dr. Lingam and his in-house technology team, is offered free with spa services and to spa members. “Everyone has to fight terrible traffic to get here, and they’re always very stressed. We wanted to create an experience before spa treatments that would put them in a relaxed state of

mind,” he says. It works: “Our clients completely unwind, and sometimes even fall asleep.”

In Las Vegas, Qua Baths & Spa at Nobu Hotel Caesar’s Palace introduced a NOBU GO facial (100 min./\$555) that

includes an immersive Natura Bissé VR experience, The Mindful Touch. The guest lies down with a detoxifying mask, puts on a headset and takes in an eight-minute VR journey featuring bold video imagery inspired by the five elements:

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hand masks, and a revitalizing 24-karat gold and crushed-pearl mask. “This exclusive luxury experience combines technology and relaxation with a distinguished, innovative touch,” notes Carpenter. “We have guests from all over the world, and Qua Baths & Spa continues to explore and incorporate new technologies—such as VR—to create unforgettable experiences.”

Across the country in Kohler, Wisconsin, Kohler Waters Spa offers a Virtual Reality Pedicure (50 min./\$125), during which clients receive a foot and leg exfoliation while wearing a VR headset playing scenery of their choice—beaches, clouds or mountains—plus a guided meditation. According to Nikki Miller, manager of Kohler Waters Spa Operations and Brand Standards,

the added VR component helps increase spa-goers’ relaxation during pedi services. “Many times, guests feel they need to carry on a conversation. With this treatment, they’re able to lay back, enjoy the heated chair massaging their back and immerse themselves further in relaxation,” she explains. “A lot of them say that they haven’t experienced anything like it.”

Although still in its infancy, VR will likely become more prolific in the not-too-distant future. “I think we’ll see additional senses, such as smell and touch,” says Jain. “It’s becoming a must-have for spas to incorporate as part of their sensory journeys.” Dr. Lingam agrees: “By the time our clients enter the treatment room, they’ve been to Bali and back,” he laughs. “They’re completely relaxed and ready for a great service.” **DS**

Alison Singh Gee is an author and award-winning journalist based in Los Angeles.

earth, water, fire, air and metal, says spa director Kristin Carpenter. Following that transporting moment is a hydrating facial, detoxifying and nourishing feet and

choice—beaches, clouds or mountains—plus a guided meditation. According to Nikki Miller, manager of Kohler Waters Spa Operations and Brand Standards,

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What's in My Bag?

Morgan Haile and Taylor Daniel, the duo behind Morgan Taylor Professional Nail Lacquer, dive deep—into their handbags, that is! See what items they can't live without.



MORGAN

"I always have receipts and random things in my bag," Morgan Haile tells DAYSPA/Beauty Launchpad. When you're balancing creating cool colors and international work travels, it's no doubt that her bag is full. "I have a train ticket from Italy in here, which was like 4 Euros—that's pretty cheap, right?"

Oil to Go "I always have a bottle of Remedy Cuticle Oil by Morgan Taylor. It has a nice scent to it, like cucumber, and it's really nice and moisturizing."

Sweet Scents "One thing I never leave without, other than my wallet and keys obviously, is perfume; this one is Bombshell by Victoria's Secret. I can't tell you how many times I've used this; it has come in really handy a lot—not that I smell or anything!"

Breath Saver "I always carry around a toothbrush and toothpaste because you never know when you're going to need it or if you want to freshen up, like before you go out to dinner with some friends. But I'm really crazy about my teeth so having a toothbrush is really important to me."



TAYLOR

"Right at the top I always have sunglasses, wallet, hand sanitizer and gum (I'm a Minty Sweet Twist fan)," says Taylor Daniel of the contents of her purse.

The self-proclaimed lipstick junky and lover of red lacquers boasts a bunch of practical items in her bag.

Lip Smacker "One thing I can't leave without, aside from my wallet because that's just practical, is Chapstick. I need Chapstick. I can have a bare face, no makeup, but Chapstick is a must."

Sewed Up "I always have a mini sewing kit. Funny story: On my wedding day, my bridesmaid needed a pin for her dress. Bride comes in in the clutch!"

The Write Stuff "I always have a little notebook. I love to write things down, you know, when you get a brain dump going. The last thing I wrote down was a to-do list, and it says, 'organize the guest room.' It wasn't crossed off, so I probably didn't do it!"



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THE BENEFITS OF SUNLESS TANNING

SERVICES and self-tanning products are big for spa pros and guests alike: People love securing a healthy glow year-round, sans UV damage, while beauty businesses appreciate the ease—and moneymaking potential—of adding these offerings to their menu and operations. In fact, this category is only gaining in popularity; according to a recent report from Transparency Market Research, the demand for self-tanning products alone is expected to amass global revenues of nearly \$5.5 billion by 2026—an increase of more than 5.3 percent from 2017. “I’ve been offering sunless tanning for eight years, and the industry is exploding; interest grows greater every day,” says Jennifer Prosser, sole proprietor of Elevation Massage and Spray Tan in Durango, Colorado. “But it’s also really fulfilling and rewarding to make clients feel more beautiful and confident—I never realized how uplifting it could be!”

MADE IN THE SHADE

by Tracy Morin

Offering sunless tanning products and services can boost your bottom line with little upfront investment.

SETTING UP SHOP

Amanda Arnold, master certified tanning professional and founder of The Shady Sun Tanning Co. in Salisbury, Maryland, notes that service providers need only basic equipment to begin offering sunless services. This includes a tanning tent, spray tan system, extraction unit and sunless solution, plus minor additional items such as sticky feet, nasal filters, eyewear and disposable undergarments.

According to Heike Muschik, owner of Bronze Boutique & Spa in New York City, a spray tan booth will cost roughly \$35,000 and requires a 10-by-10-foot room, plus electric and plumbing setups—but, like Arnold, she adds that most spas testing the sunless waters will utilize handheld spraying machines, and a standard treatment room is sufficient for airbrush tanning. Arnold says that sunless tents and booths are slimmer and sleeker than ever, and agrees that a 10-by-10 room works perfectly. “You need enough room for the tent or booth, room for your client to undress/redress, and room to store equipment and move around in easily,” she says. “A private, dedicated area is usually preferred by clients, but since tanning tents are collapsible, services can be performed in a shared environment—just make sure to have proper ventilation.”



Prosser points out that the cost of a tent is about \$80, and an extraction fan runs between \$80 and \$130, while full extraction systems—which include the area where the client stands during application—cost \$1,500 to \$3,500. You can also expect to pay about \$350 to \$500 for a handheld machine, plus the cost of solution, she notes.

LEARNING THE CRAFT

Sunless tanning techniques are relatively easy to master but, as with any service category, proper training and practice are essential. “There are many options today for both in-person training through group classes and private on-site lessons, as well as online,” Arnold explains. “There’s a reason for the stigma surrounding spray tanning (i.e., splotchy or orange results), because bad tans can and do happen.”

Prosser agrees that spa owners who want to add sunless to their menus must fully commit to investing in education, quality equipment and solutions, and marketing. She recommends doing thorough research first to align with a brand that offers not only training from an experienced professional, but back-end support and premium retail products for pre- and post-care. “You can expect to pay about \$350 for training,” Prosser adds.

SUNLESS SERVICES

Muschik offers both express (rapid) or regular solutions, charging \$65 for a regular full-body airbrush tan and \$75 for express, blocking 30 minutes per service to allow for add-ons like prepping solution (\$10), moisturizer (\$10) or contouring (starting at \$10 for the face and up to \$50 for the whole body). Arnold also recommends starting with two service options, standard and express, with an upcharge of \$10 to \$15 for express. (As standard spray tans require a minimum eight-hour wear time, many clients sleep overnight in them, but express tans allow for a client to shower within one to four hours.)

Arnold notes that upgrades beyond those previously mentioned can further boost revenue—think custom scents, bronzers, shimmers and even CBD. Ultimately, she says, it’s easy for businesses that start sunless tanning to recoup the initial investment

within one month, and a full-time spray tan artist can easily generate a six-figure annual revenue. “Sunless has a very high return on investment,” Prosser agrees. “You’ll spend \$5 to \$10 in costs per service while charging \$35 to \$75 for each spray tan, and you can perform them fairly quickly (15 minutes for the tan itself) once you’re experienced.”

PRODUCTS AND PROMOTIONS

Prosser believes that the biggest differences in profits with sunless tanning services stem from marketing and the ability to attract and retain clients. She recommends offering a free introductory service with an altruistic component (such as a minimum \$10 donation in exchange for a tan to benefit a local charity). “It gets the service out there, and people are enthusiastic to raise money—plus, those clients are out there wearing your tan and talking about it,” Prosser explains. “And, as spray tans are a very visual art form, social media is a perfect vehicle for promoting them.”

Arnold notes that the sunless industry typically experiences the busiest season from March to June, with vacations, proms, graduations and weddings, then resurges around September or October until the New Year, thanks to holiday parties and the like. Additionally, spas can tap into significant sales when they offer after-care products. “Retail is key with sunless tanning, and it’s best to focus on basic needs at first—prep products, formulas to maintain the tan, and items to help them touch up or DIY at home,” Arnold says. “If you lack any of these main three, your clients will absolutely go somewhere else and purchase them.”

Meanwhile, Muschik packages her spa’s tans with body scrubs, waxing and lash extensions, while retailing body wash, exfoliants, daily moisturizers, booster lotions and spray tan aerosols for touch-ups. And Prosser notes that sunless-associated retail products—since they’re required to maintain results—fly off the shelves, while advanced service possibilities abound. “There are unique markets you can service with specialty skills, such as competition tanning for bodybuilding; working with pageants and cheer or dance teams; contouring for photo shoots; or creating customized colors,” Prosser says. “Most importantly, give *all* clients the celebrity experience, and you’ll have customers for life.” **DS**

Tracy Morin is an award-winning freelance writer based in Oxford, MS.





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BREAKOUT STARS

These five multifaceted treatments are a huge hit with acne-plagued spa clients.

FIFTY MILLION. That's the approximate number of people in the United States who are affected by acne, according to the American Academy of Dermatology Association (AAD), making it the most common skin condition in the nation. Although it usually begins in puberty, with about 85 percent of individuals between the ages of 12 and 24 dealing with at least mild symptoms, acne can occur at any stage of life. In fact, the AAD says it's increasing among adults and plagues up to 15 percent of women.

No wonder Market Research Future (MRFR) recently reported that the global acne treatment market is expected to grow exponentially over the next few years. As a result, spa-goers will likely seek services to battle blemishes in bigger numbers as well. How can you best cater to these clients? "Acne is sort of a Rubik's Cube, in that there are many layers to tackle in the quest for clearing the skin and bringing it into balance," says Angie Dennis, lead esthetician and spa coordinator at Spa Ssakwa'q'n in Worley, Idaho. "There is not a one-size-fits-all solution." Fortunately, however, there *are* plenty of protocols that offer immediate and long-lasting results—especially when clients commit to regular professional treatments, along with following expert-prescribed home care. Just take a look at these five popular offerings from around the country, which not only banish breakouts, but ensure customer loyalty, as well.

ACNIPUR FACIAL

(60 min./starting at \$98)

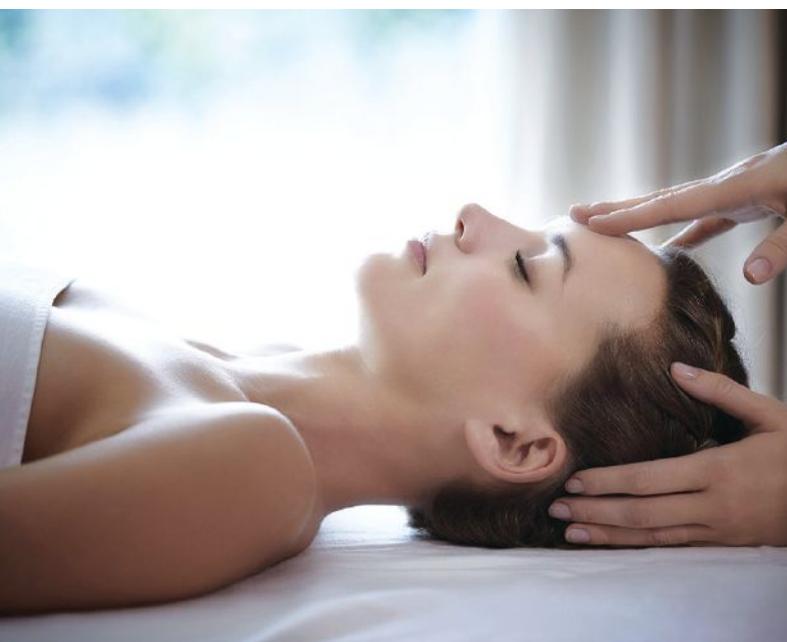
BJ Grand Salon & Spa
Springfield, Illinois

Featured brand: Phytomer

Ideal for acne sufferers of all ages, this clinical facial is particularly good for thick and oily skin, and taps products that facilitate the extraction of comedones while calming the complexion and shrinking pores. It begins with Oligopur Purifying Cleansing Gel, a gentle foaming mousse that dislodges impurities and excess sebum. An acid exfoliant and multiple toners further aid in detoxifying the complexion. Meanwhile, the Oligopur Flawless Skin Mask helps with congestion, and the application of Acnipur Blemish Solution Fluid and Oligopur Hydra-Matifying Control Cream boost moisture and minimize shine.

Clearing things up: From the powerful AHAs and vegetal acids to marine-based extracts, trace elements and minerals, each ingredient works in concert to soothe redness and inflammation while oxygenating the skin and yielding a bright and mattified complexion. "The Blemish Solution Fluid's active ingredient is a high-tech marine sugar called Absolute Marine Mattifier, which has an immediate effect," says master esthetician Jessi Bynum. "Afterward, blemishes tend to heal faster, and we offer retail products and a customized at-home regimen to help maintain results between treatments."

PHYTOMER; SPA SSAKWAQ'N



ACNE-CLEARING FACIAL

(60 min./\$85)

Spa Ssakwa'q'n
Worley, Idaho

Featured brand: Naturopathica

This soothing experience addresses acne with a combination of peels, masks, serums, oils and moisturizers, and decongests the skin with exfoliation and extractions. After a thorough consult and intake upon arrival, guests are wrapped in the spa's famous down comforter to help encourage relaxation. The facial then commences with Aloe Cleansing Gel, which boosts collagen and helps heal the complexion and reduce redness. Next up is the Pumpkin Purifying Enzyme Peel in either a 3 percent, or 15 percent (professional) concentration. After the peel is removed, the therapist performs a facial massage using Neroli Clarifying Facial Oil. That's followed by the application of the Moss Blemish Treatment Mask, which helps refine pores and absorb excess oil, thanks to ingredients including moss extract, kaolin and bentonite. The mask is removed, and the facial concludes with a layer of AHA Purifying Night Serum and Rosemary Oil-Reducing Moisturizer.

Clearing things up: This customizable facial helps control bacterial growth while balancing sebum production and exfoliating dead skin cells, on which *propionibacterium acnes* feed. "Also, using a water-based moisturizer that contains hyaluronic acid, among other key ingredients, helps hydrate the skin," says Dennis, who emphasizes the importance of home care for maintaining results. "We especially recommend continuing the AHA Purifying Night Serum, which combines salicylic and glycolic acids with aloe vera leaf juice, providing exfoliating, anti-inflammatory, antiseptic, antibacterial and soothing properties. It also aids in fading dark spots and acne scarring, and helps prevent further breakouts."



THE PURITY FACIAL

(60 min./\$110)

Beauty Bar by Heather
New Bern, North Carolina

Featured brand: Yon-Ka Paris

This luxurious service, which can be fully customized according to skin type and acne severity and location (face, back, chest), includes cleansing and toning, a double exfoliation, pore-clearing extractions and complexion-calming hydration. “We use the professional Active Micro Peel as one of our exfoliating processes, which contains antibacterial apple cider vinegar, and we may also include modalities such as high frequency, steam or LED light therapy,” says owner and master esthetician Heather Green. The treatment concludes with the application of either Crème PG, which boasts anti-inflammatory and balancing ingredients, or—for guests whose complexions may have become irritated by extractions—Crème 15, which includes soothing chamomile.

Clearing things up: Estheticians at Beauty Bar by Heather love using products like Emulsion Pure and Juvenil for guests with chronic breakouts because they contain Yon-Ka’s Quintessence—a blend of several essential oils, including rosemary and cypress. “Its antiseptic properties are detoxifying and help regulate sebaceous secretions,” says Green. “The lime essential oil in Juvenil is also antibacterial, as well as packed with antioxidants to protect skin and help prevent future breakouts.”

ACNE PROTOCOL WITH PROBIOTICS

(75 min./\$90)

Flawless Skin Miami

Featured brand: DermaSwiss

Anyone who suffers from acne can benefit from this service, which helps to maintain the balance of the skin microbiome using powerful probiotics. “It’s even great for back facials,” says owner Belkys Rodriguez. The protocol begins with Purifying Cleansing Gel, followed by the application of a mixture of DermaScrub—an enzymatic exfoliant made with diatomaceous earth and papaya extract—and salicylic acid, which is left on for eight minutes. After removing it with plenty of water, extractions are performed, followed by high frequency for the next three minutes to reduce redness, kill bacteria and minimize pores. Then, mandelic acid is applied, along with a spot serum to any active lesions and a clarifying serum, which is also formulated with probiotics. “Next, we apply Epifactor—a must-have that helps the skin recover faster,” says Rodriguez. “Finally comes the client’s favorite part: The Purifying Peel Off Mask. It’s left on for 20 minutes to completely decongest the skin.” The treatment concludes with Coplacen Serum—a hydrolyzed collagen with epidermal growth factor that locks in moisture.



Clearing things up: Probiotics are particularly good for breakouts because they normalize the growth of acne-causing bacteria. “They deliver exactly what you want in an acne treatment—immediate results and the prevention of future lesions,” Rodriguez enthuses. Additional star ingredients are a concentrate derived from licorice that helps reduce inflammation and redness. “But my favorite part is the mandelic acid, not only because it leaves a healthy glow, but it’s an ideal peeling agent for sensitive complexions with acne and pigmentation,” Rodriguez notes. “It’s especially good after extractions because it’s a mild acid that immediately changes the appearance of the skin. Guests see results from the very first session, which makes them want to return.”



OXYCEUTICALS OXYGEN ACNE FACIAL

(50 min./\$95; 65 min./\$115)

Skintique Miami
Coral Gables, Florida

Featured brand: ECHO₂ Plus

Designed for practically any type of breakout on any part of the body, this treatment quickly and gently kills acne-causing bacteria with a pure oxygen infusion that delivers clinical-grade active ingredients deep into the critical layer of the skin where acne begins. A complete consultation helps to determine whether the client should get the 50-minute Level 1 option (for mild to moderate acne), or

the 65-minute Level 2 (for more severe conditions). From there, a four-step process is followed, using Salicylic Cleanser, Enzyme Exfoliating Gel, Calming Serum and Nutrient Hydrator.

Clearing things up: The first two products (cleanser and gel) act as peeling agents to remove the upper layers of the skin, allowing for better extractions and penetration of the active ingredients that follow. "The treatment concludes with an oxygen infusion of aloe, calendula and a pro-vitamin complex that disinfect, treat and heal the acne lesions," says founder and owner Jeanette D. Acosta, CME. Almost immediately, clients notice clearer, calmer, less inflamed skin. "We can typically clear the complexion with 8 to 10 treatments, performed two to three weeks apart, and then a maintenance treatment every four to six weeks," Acosta notes. "Acne takes time and consistency to clear, but because of how quickly clients see results, they're motivated to keep coming back." Best of all, the treatments help protect the skin from further breakouts and damage. **DS**

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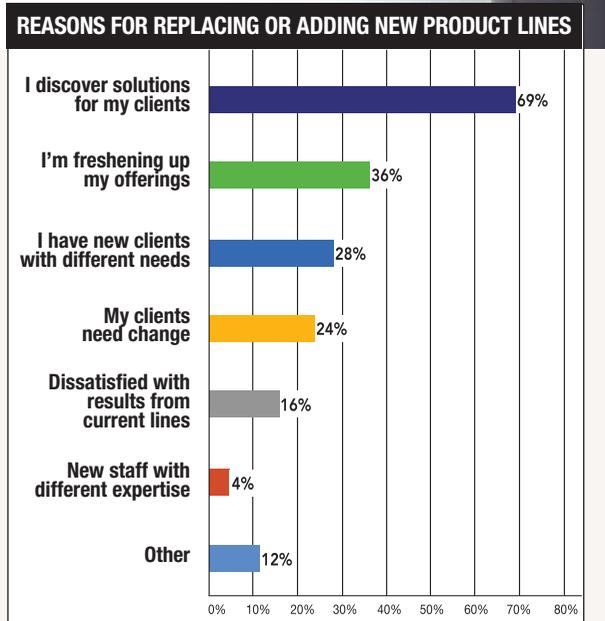
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Jessica Timberlake

Public Relations, Éminence Organic Skin Care

After working with the brand as a consultant in 2014, supporting the launch of the Éminence Kids Foundation and the Éminence Certified Organic Farm for visitors, Jessica Timberlake took on the position of overseeing the company's public relations team and strategy. She was previously spa director at the Laguna Cliffs Marriott (where she also held her first industry job as a locker-room attendant while still in high school!)—and, prior to that, spa manager at a *Forbes* five-star property in Southern California. Timberlake is also a proud member of the International Spa Association (ISPA) board of directors, and a Canadian ambassador for the Global Wellness Institute (GWI) Women in Leadership initiative.



Tell us about the brand's newest offerings.

We recently added four products to our wildly popular Mangosteen Collection. Mangosteen is a delicious, nutritious fruit from Southeast Asia revered for its antioxidant properties, and select products from the line combine it with our unique Lactic Acid Complex to gently resurface and refine the complexion.



Where is your favorite place on Earth?

Anywhere in Hawaii. I love the warm air, gorgeous plants and relaxed pace of life. I recently read James Michener's epic novel *Hawaii*, which spans the history of the islands, from the first people who navigated there from Bora Bora via canoe,

using only the stars as their guide, through to the mid-1950s. It gave me a deep appreciation for the region's delicate beauty.

How do you like to relax?

I love to be creative. I especially enjoy visiting a botanical garden, in the bright sun, and photographing flowers—my favorite subject. I've also recently delved into oil painting; the fluidity of the medium transports me into a meditative state.

What's your top skincare tip?

A beauty editor friend recently advised to start your skincare routine by applying the products to your hands, and then to your face. This helps keep the hands looking healthy and hydrated.

What do you consider to be your greatest accomplishment?

I'm proud to have been part of launching and running the Éminence Kids Foundation. From the seed of an idea formed in a casual conversation, to over 100,000 meals served, the Foundation brings a purpose beyond profit to my daily work.

What do you love most about working in this industry?

Hands-down, the people. We're an industry full of personalities, and no day—or event—is ever boring. I also love that I get to be in constant contact with smart, strategic women. **DS**



ÉMINENCE: JESSICA TIMBERLAKE

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