

les nouvelles *esthétique* & spa

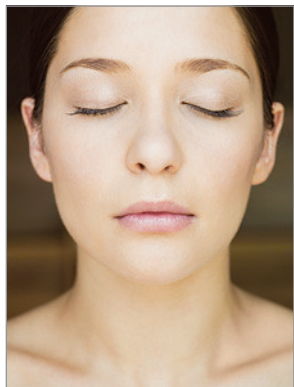
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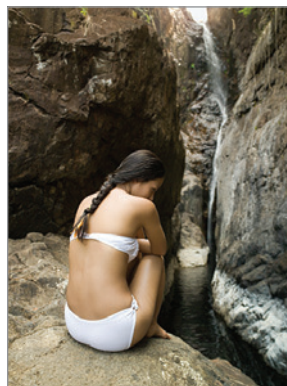
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HOLIDAY quick fixes

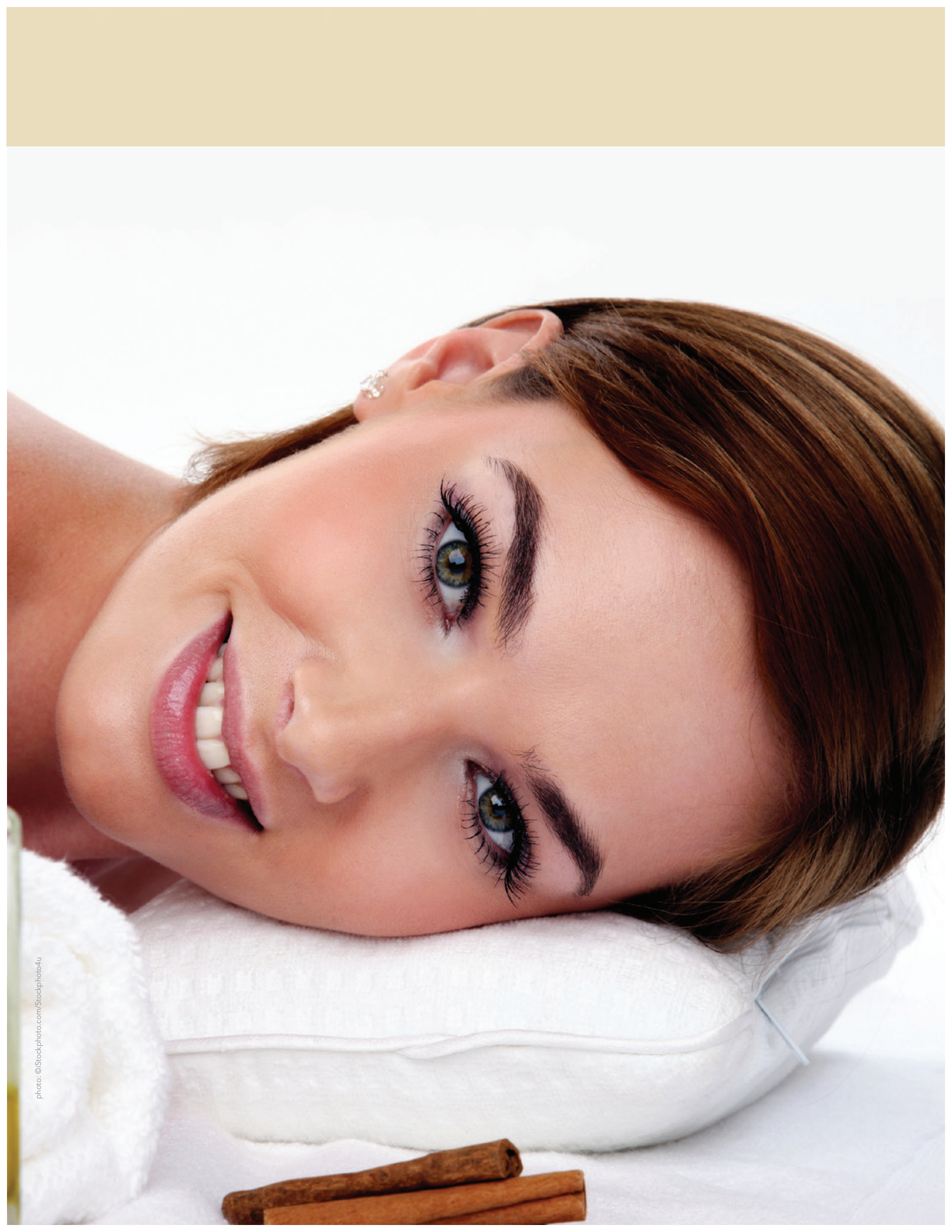
easy and effective seasonal treatments

THE HOLIDAYS SEEM TO COME EARLIER EVERY YEAR.

The appearance of costumes, canned cranberry sauce and mistletoes in stores are all fun reminders that winter is just around the corner. Unfortunately, the season's themes of peace, love and joy have the uncanny ability to transform into anxiety and tension in the blink of an eye. Cooking giant meals, dealing with difficult family members and fighting with other shoppers over the must-have toy of the season can stress out even the most relaxed person. With that in mind, there is no better time than now to assess your current service offerings and create a new holiday themed lineup to meet the ever-changing demands of your clients. ➔

BY LOUIS SILBERMAN







The power of the pumpkin lies in the deep penetrating enzymes found in its chemical makeup.

The first step is to go beyond simply providing a treatment. Provide clients with a unique experience that combines the elements and scents of the season to not only give the gift of beauty, but also emotional and physical relaxation. A great way to start is by featuring a selection of seasonally themed treatments that change as the months pass. Creating a theme name for a traditional treatment or tying in special ingredients associated with upcoming holidays are great ways to add interest to a service menu. This can make all the difference in having an edge on the competition.

If you are having trouble deciding what type of holiday treatments to offer, great ideas are everywhere you look. As the end of the year approaches, a familiar array of tastes and scents begin to appear. For many, a grandmother's special gingerbread recipe, hot apple cider on a cold night and the minty aroma of candy canes are just a few things that create an endearing sense of comfort and

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Due to excessive traveling and the obligatory parties that take place this time of year, people find themselves caught up in an overwhelming rush of things to do. Although hectic lives and demanding schedules may not sound pleasant, this frantic time of year actually offers a land of opportunity for skin care and spa professionals with the foresight to develop their own unique treatments that relieve the daily pressures of life.

When it comes to holiday esthetics, quick fix treatments are on the top of everyone's wish list. With family events and shopping lists keeping people busy, they tend to leave pampering and beauty to the last minute. Looking good and feeling confident for special occasions is important, but many people do not have time for lengthy treatment schedules that require multiple applications. In this situation, try recommending a list of simple esthetics services that offer a gentle combination of calming ingredients and instant results. This is the most effective way to soothe clients' frazzled nerves and keep them glowing throughout the winter months.

Add holiday sparkle

When providing facials, wraps, cosmetics applications or other spa treatments, it is imperative to set your services apart. Ask yourself, "What makes my offerings better than any others in town?" If the answer does not quickly come to mind then it is time to sprinkle some magical holiday glitter on your menu.



What many do not know is that this innocent looking fruit is an esthetics superstar that is a great tool to use in handmade natural and organic skin treatments.

nostalgia. Although these may seem like nothing more than calorie filled treats, their base ingredients have many attributes that make them effective applications in the world of esthetics.

The perfect pumpkin enzyme facial

Pumpkins are one of the most recognizable icons that herald the beginning of the holiday season. Traditionally used to bake delicious pies, made into festive fall decorations or carved to make spooky jack-o'-lanterns, they have a variety of properties that make them a key ingredient in many beauty treatments.

The power of the pumpkin lies in the deep penetrating enzymes found in its

chemical makeup. Although "enzyme" is a common word in the beauty world, people are not always familiar with how enzymes work. An enzyme is actually a biomolecule that catalyzes (i.e. speeds up) the body's chemical reactions.

How does this help a client to look and feel better? When applied to the skin, pumpkin enzymes dissolve the dead and dull cells that clutter the skin's surface. This method of gentle exfoliation provides an excellent way to let fresher and more youthful skin shine without the need for traditional abrasive substances.

As a side effect of the process, the enzymes actively stimulate cellular regeneration. This causes surface skin cells to stay healthy, keeping skin looking younger longer. When deciding what type of pumpkin facial to use, be sure to look beyond their delicious scents and select one that contains plenty of vitamin A and antioxidants. These are important ingredients, as they fight the effects of aging. After just one treatment, skin immediately looks more radiant and supple.

The fall sugar scrub

The brilliant red color of cranberries adds a festive sparkle to the holiday season. Known for their use in a variety of special treats, this berry is traditionally associated with homemade jams, the delightful aroma of scented candles or as a delicate dinner garnish. What many do not know is that this innocent looking fruit is an esthetics superstar that is a great tool to use in handmade natural and organic skin treatments.

Cranberries are a great source of antioxidants in the form of vitamins A and C. These are important in the fight against the negative effects of free radicals, which damage cells and are underlying factors in aging. Cranberries have become a popular base in sugar scrubs during the winter months. To create a point of difference and give

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the scrub a unique spin, consider mixing cranberries with pomegranates. The scents of the two combine nicely and offer a tantalizing formula when used in aromatherapy. The succulent seeds of the exotic pomegranate fruit act as a great exfoliant. The juice contains a variety of beneficial antioxidants as well.

Here is a quick and easy way to make a scrumptious organic cranberry pomegranate sugar scrub your clients will love:

- Combine half a cup of organic cranberries, half a cup of organic pomegranate arils (seeds separated from the pulp), three tablespoons of soothing almond oil and one teaspoon of glycerin. Lightly blend in a food processor or blender until the mixture has a thick consistency. Avoid blending into a paste, as this decreases the treatment's ability to exfoliate. Finally, pour the mixture into a bowl.
- Blend a quarter cup of dry oatmeal into a fine powder and add two tablespoons to the mixture.
- (Optional) For an extra boost to dazzle the senses, add two drops of scented essential oil. Orange, lavender and rosemary all make lovely additions to the scrub.
- Massage the mixture gently into the application area to exfoliate. Let it set to maximize its beautifying effects and to allow the aroma of the essential oils to melt away the client's stress.

Winter wonderland rejuvenation

The hot summer months that just passed were a fun time of outdoor activities, swimming and tanning.

Unfortunately, the continual exposure to the sun prevented many people from taking advantage of various treatments that require minimal sun exposure. Now that the winter chill is on our doorstep, people quickly transition from
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The Merry Mint Mist Facial is a unique take on the oxygen facial that incorporates an ancient ingredient. Originally used for medicinal purposes, first century Greeks used the balm mint plant to ease anxiety and depression.



Merry Mint Mist Facial

As the cooler fall months quickly approach, the moisture in the air decreases. Unfortunately, this also means a decrease in the skin's moisture, making it look dull and dry. Provide the perfect solution by offering a treatment that de-stresses and keeps skin looking supple.

The Merry Mint Mist Facial is a unique take on the oxygen facial that incorporates an ancient ingredient. Originally used for medicinal purposes, first century Greeks used the balm mint plant to ease anxiety and depression. Today, the widely grown, popular plant that produces the rich peaceful aroma is a surefire way to relax any customer.

Not only is it great for its soothing qualities, the balm mint also absorbs excess oil and acts as an anti-inflammatory agent. Combining mint with a refreshing pure-oxygen mist will take your client to a new level of relaxation. The soothing scent of mint and the invigorating boost of oxygen is a must-have combination for anyone with dry skin or a case of the winter blues.

Tap into the sense of holiday togetherness and design your own signature treatments by weaving in familiar holiday elements.

swimsuits to sweaters and stay indoors. The changing of the season marks the perfect time to highlight your high-tech beauty treatments. Help your clients prepare for next year's heat wave with quick turnaround services during the coming holidays.

During the fall, one of the most popular treatments that are great for preparing clients for upcoming family parties are Intense Pulse Light treatments. By targeting unwanted red and brown colors in the skin, these treatments can rejuvenate skin, remove age spots and the signs of sun damage and even treat acne. Clients will see results after only one treatment, keeping them happy and their skin clear, supple and glowing.

Winter is an exhilarating and wonderful time of year. Tap into the sense of holiday togetherness and design your own signature treatments by weaving in familiar holiday elements. Most importantly, have fun and do not be afraid to try out new concepts. Unique ideas and opportunities are everywhere, limited only by the reaches of your imagination. ■

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