

Skin Care Turns Inside Out

To today's consumer, health and beauty are part and parcel of the same package.

By Victoria Wurdinger

If there was one message that came out of the Spa & Resort Medical Spa Expo & Conference held recently in New York City, it was “all’s well that ends with wellness.” Holistic care, once a sideline interest, is now embraced by the mainstream.

Creatively marketed as “beauty from within,” the products and services fueling growth in this category are designed to foster a connection between beauty, health and emotional wellness.

The latest entries—functional foods, supplements, nutritional drinks and cosmeceuticals—all spring from the idea that beauty is more than skin deep and what you consume is just as important to beautiful skin and health as creams and lotions, a concept that’s as popular with consumers as marketers.

More than 50-percent of U.S. and European consumers surveyed say they’ve acted on the belief that inner health leads to outer beauty, according to Datamonitor’s 2006 “Wellness Trends in Personal Care” study. And the study goes on to note that 68 percent of respondents stated that “spending time on appearance is important to achieving a sense of well-being.”

Observations from the Floor

Holistic wellness extends to non-invasive procedures that can be performed in select spa settings. For instance an increasing interest in light therapy techniques was reflected in the number of New York Expo exhibitors promoting infrared, LED and cool laser equipment.



Dr. Lawrence Fliegelman, M.D., owner of Turquoise A Medical Day Spa in Fairfield, Connecticut, observed that “the amount of technology tripled in comparison to last year’s show, however, many of the lasers can only be sold to physicians.”

Low-level LED systems, which usually are available to estheticians, were often paired with topical treatments or marketed as personal skin care devices, whose value and price Fliegelman questions. Still, such personal devices are a growing trend, and in the future will include skin analyzers with technology to measure water content and dermal thickness. Additionally, every professional service now offers a companion home component.

Next, Brian Durocher, president of Durocher Enterprises in Austin, Texas,

whose New York Expo presentation focused on global trends, notes that the U.S. saw the largest increase in natural or organic launches in 2004, with an unprecedented 1,022 total new entries. Though the U.S. seems to be leading the way, the trend, he says, is global.

Throughout the Far East, for example, indigenous-based treatments are tapped from natural sources: in China, treatments contain hydrolyzed pearl, and Japanese spas offer adzuki bean scrubs with sesame seed and sea salt additives.

Products with natural ingredients aimed at age management dominated the show, likely because surveys indicate that the majority of consumers prefer natural products and equate them with health. Ingredients on the latest lists include: paprika, omega 3, pomegranate, wine →

FREE Credit Card Terminal!

Tired of tracking
independent contractor
credit card sales?

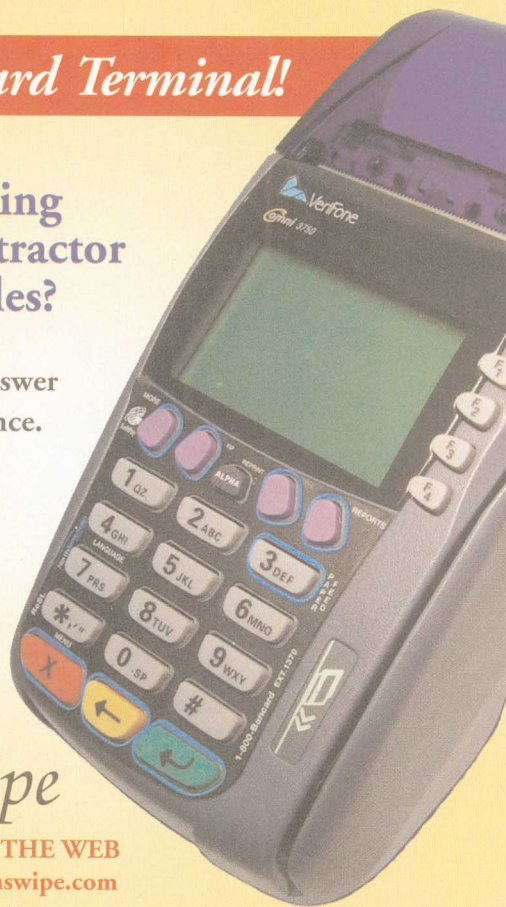
SalonSwipe is the answer
to your inconvenience.

TERMINAL CAPABILITIES:

- Multi-User: Up to 99 contractors
- Direct Deposit Into All Checking Accounts
- Credit, Debit & Gift Card Capable



CALL NOW or VISIT US ON THE WEB
1-877-SALON90 or www.salonswipe.com



salonlife[®] *success

Skin Care ...

(vino therapy), cucumber, ginger, papaya, lemongrass, coffee and chocolate.

On the other side of the "natural" boom are synthetic-based products which are readily absorbed into the skin through highly advanced delivery systems. Durocher offers examples: products containing molecules that penetrate into the dermal layer, peptide products with time-release capabilities and nano patch technology. There's also a cream—its effectiveness backed by ultrasound pictures—that shows an increase in collagen density before and after use.

With increasing efficacy and clinical studies comes the likelihood the FDA will take notice and scrutinize some of these cosmetic products for possible drug claims.

Other important trends:

- Spas are the new recreation room of resident communities.
- Green spas that are sustainable and environmentally responsible are growing.
- Men are active participants: 30 to 40 percent of spa clients are men.
- Medical spas target children with the claim that acupuncture, massage and anti-stress therapies may avert the need for pharmaceutical remedies for medical problems.

Ideas Salons Can Use

According to Francis Acunzo, CEO of Acara MedSpas, a Branford, Connecticut-based firm that offers medical spa management and marketing support, the transition from salon to spa is mainly a matter of expanding the service menu and providing extras.

"It's easy for salon owners to become spa-like by examining their menus and determining how to make each service an experience. A great hair cut is wonderful, but to be competitive, think environment, amenities and experience," he says.

Since a whopping 70 percent of American women have never visited a →

FANTASIA

Color Glosser *Refresh, Intensify, Boost and Prevent Color Fade!*

Hair Color Intensifier For Blonde, Brunette, Light Brown and Red hair

Boost your hair color and add luminescent shine. It's not a hair color... it's a color intensifier that gives hair a luxurious, silky, look and feel.

The silky look and refreshed hair color will be noticeable after the very first application! Color will look revived, with silk highlights beyond compare! Color Glosser is new, different and there's nothing else like it!

Fantasia Color Glosser will help maintain the color of your hair longer, and give it new life between salon visits. Experience the Color Glosser difference today. Ideal for all hair types.



CALL 1-800-ASK SALLY
and other fine beauty supply stores

© 2006 Fantasia Industries Corporation • Paramus, NJ 07652
Made in USA • www.fantasiahaircare.com

care can only serve to drive spa business. It was the expanding salon that facilitated the spa concept, which in turn has evolved into the medical spa.

It is too early to gauge how readily clients will accept a salon's move into medical treatments—like laser hair removal—but the first step to luring uninitiated clients into medical spa acceptance is the integration of transitional services such as the ones on display at Spa Expo, including:

New-Age treats for hands and feet

The new generation of manicures and pedicures is client-specific, such as the medi-pedi, which targets the “therapeutic” pedicure seeker, or the hot soy manicure, designed for those who prefer their services “natural.”

Crystal mud—for the professional pedicure or the home foot bath—is produced in an assortment of colors that correlate with emotions and may be combined with aromatherapy to satisfy the “experience” seeker.

And for the ultimate indulgence, a foot bath treatment—infused with salt and ionization—detoxifies the feet while a reflexologist works the muscles.

Even the paraffin dip has been repackaged with a new marketing twist—the wax inside the gloves is melted by natural minerals, not electricity.

Oral beauty supplements Many new skin care systems offer supplements for skin nutrition. Durocher says savvy manufacturers will promote new supplement formats, and he expects to see a proliferation of “condition-specific” supplements. According to one study, 43 percent of consumers view taking supplements as integral to wellness.

Modern elixirs The newest antioxidant nutritional beverage, touted by Oprah

and Dr. Nicholas Perricone alike, is made with the acai berry. One version is bottled to look like fine wine, another comes in a powdered form, but both are high in antioxidants, which have been found to help fight aging.

Other functional drinks include pomegranate, green tea and blueberry juices. A few drops of concentrated blends can be added to mineral water in the reception area or at home.

The trend is global: In Japan, one popular nutraceutical is promoted as a “drink to make a beautiful face,” says Durocher.

Appealing to the senses With respondents to the Datamonitor Wellness Trends survey rating bath and shower products as most effective in helping to evoke a sense of well-being, it's no wonder that more and more are being formulated to smell like comfort food.

Coconut papaya body wash and crème brûlée body butter serve to refresh, relax, and may even combat the symptoms of menopause.

Facial treatments—like the new customized powder masks—come in colors that correspond to “energies,” and retail as “minis” in party packs.

Cosmetics enlist mineral additives, green tea and infusions of vitamins C, K, A and E to protect against sun damage and diffuse fine lines. “Terms such as ‘holistic,’ ‘chi,’ ‘increased skin energy’ and ‘euphoric-like feelings’ are new buzzwords in products today,” says Durocher. “Along with the physical benefits, consumers expect psychological ones.”

If your service menu is as creative and broad as today's product line-up and your salon taps into the connection between appearance and wellness, clients will go to you for a true experience. And that's the goal of every modern beauty business. **m**

Just The Best! Salonwear Factory Direct Savings!

1-800-635-3323
www.salonwear.com

Call for Free Catalog

CAPE

Traditional Cape
Nylon: Black / Iridescent
\$12.00/\$17.00

Leopard Cape
Iridescent Leopard Print
\$17.00

Chemical & Stain Resistant Fabric!

APRONS

Apron
Nylon: Black / Iridescent
\$12.00/\$13.00

Leopard Apron
Iridescent Leopard Print
\$15.00

Special
Colorproof Fabric

Hair will Not Stick!

ROBES

Client Robe
Nylon: Black / Iridescent
\$20.00/\$25.00

Big Shirt
Nylon: Black / Iridescent
\$22.00/\$24.00

Special
Fits Plus Sizes!
All Black Fabric is Colorproof

Liquids Run Off!

COATS

Four Snap Jacket
\$35.00 xs/s/m/l

Swing Coat
\$30.00 s/m/l/xl

Special
100% Polyester White or Black

Top Quality and Workmanship!

SPA

Home Spa Kit!
White with Knit Trim in White, Pink & Peach
Set
Great For Railing
Suggested Retail \$24.99
Body Wrap/Headband \$15.00 Special

Metallic PU Cape/Apron
\$17.00/\$15.00

Soft & Supple Stretch Velour