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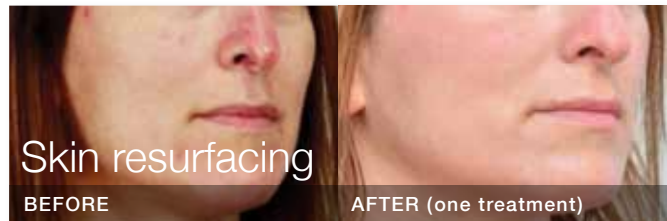
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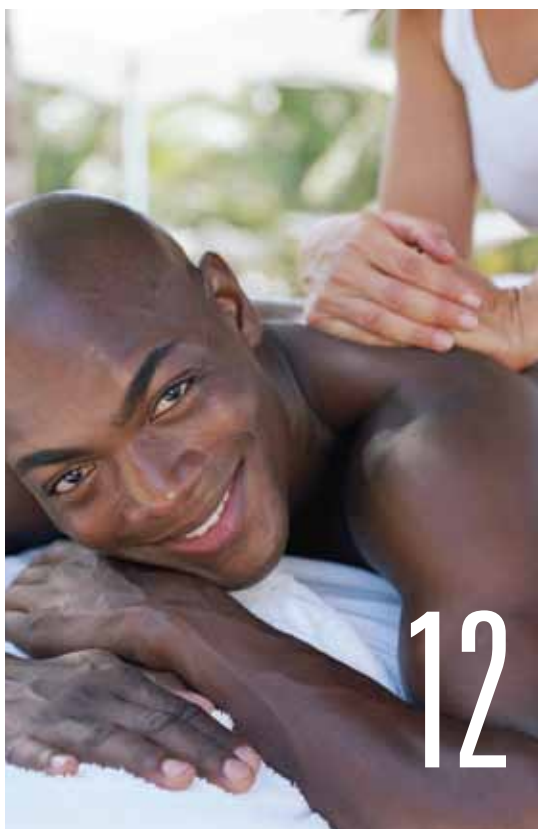
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## Celebrating a decade!

This issue of *Spa Inc.* marks our celebration of 10 years covering innovation, trends, and solutions for the Canadian spa industry, and promoting a safe, vibrant, and successful spa and wellness industry across the country. We are pleased to celebrate our 10th anniversary with all our readers!

It is important to take time to reflect. We are celebrating a decade of serving the Canadian spa community. We are also celebrating how much we've evolved the magazine since it was launched by Joanne Corbeil as *Esthemag Pro*, purchased by Dovetail Communications in 2009, and rebranded as *Spa Inc.* in Spring 2010. That same year, we combined the French and English versions into today's "flip" style bilingual publication, and I joined the team. For me, it was a romance—total love at first sight as I embraced the spa and wellness industry, and we worked to identify the most effective ways we can best serve our industrial community.

As we continue to focus on best practices, new technologies and products, and important subjects that impact the industry today, we also aim to foster a true network across Canada so spa managers, owners, and professionals can increase their peer-to-peer learning and enjoy a heightened sense of community. But how?

We have expanded our reach online, and are excited to see the active conversations through our website and blog, Twitter, Facebook, and Pinterest. We have partnered with the Spa Industry Association of Canada (Leading Spas of Canada), l'Association québécoise des spas and Spas Relais Sante, the Global Spa and Wellness Summit, and spAWARDS. We just hosted the first spAWARDS gala last month (see p. 22) and look forward to future networking events.

Most of all, we're celebrating the people that make *Spa Inc.* such a wonderful magazine. All our readers—you are forward-thinking, caring leaders working to help Canadians feel better and love life. In particular, the many people who contribute columns, interviews, and ideas to our magazine, and those that interact, discuss, and play with us online. And the *Spa Inc.* team—I have never worked with such a delightful group of talented people. For everyone on the team, *Spa Inc.* is more than a magazine, it is a vision of a prominent Canadian spa industry integrated into the very core of the health, wellness, and beauty habits of all Canadians.

Thank you for celebrating 10 years with us!

Heather Ednie

# SpaInc.

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## Happy 10<sup>th</sup> anniversary Belmonda!

Belmonda was incorporated on January 15, 2003, and opened its doors for business in March that year. A single-source spa distributor, Belmonda offers 360-degree customer service, which includes one-stop shopping, high-quality products, furniture, equipment and supplies. As well, it provides professional training on the latest aesthetic and nail techniques and personal after-sales support.

Belmonda sells and ships products across Canada, via web and phone orders and through personal contact. The high-quality service was recognized in 2007 with the Montreal Chamber of Commerce Award for Distribution.

With more than 15 associates including customer service, administration, sales reps, and teachers, the company now manufactures its own products: VeaSpa tools, Kami wax, and Gelique nail gel. Belmonda distributes more than 20 reputable product lines and is the leading distributor for Orly in Canada.



### Erratum: Mon Réseau Plus

Spa Inc. regrets having omitted L'Association professionnelle des massothérapeutes spécialisés du Québec, Mon Réseau Plus, from our list of recognized RMT associations in Canada (Winter 2012/13 issue, p. 21). The largest association of massotherapists in Quebec, the group represents more than 6,000 specialized therapists across the province. The association's mission is to support, promote, and represent its members and the community of massage therapy in Quebec, while protecting the population with a comprehensive disciplinary structure with the mandate to ensure compliance with the Code of Conduct by all members.

## ReTreat offers relaxation and hot business tips in one gorgeous setting

The Spa Industry Association of Canada is hosting a spectacular fall getaway to Niagara-on-the-Lake, ON, September 15 and 16. ReTreat will be held at the Queen's Landing Hotel, with opportunities to stroll the town, tour on a bike, or find your centre with a spa treatment or two.

ReTreat includes many exciting features: a tour and gourmet dinner at Jackson Triggs Winery; a number of powerful educational sessions, including guest speaker Tanya Chernova to motivate audience members to move their businesses up to the next level. From high-energy panels to roundtable discussions, the trends, tribulations, and triumphs of the spa industry today will be explored.

Leaders from across the Canadian spa industry will come together for ReTreat, looking to share experiences and learn from experts who will be generous with their insights. For example, Dragon's Den expert Bruce Croxon will share his experiences along his journey to success over breakfast one morning.



More information and early bird tickets are now on sale at [www.retreatevent.ca](http://www.retreatevent.ca), or call (800) 704-6393 (email [info@leadingspasofcanada.com](mailto:info@leadingspasofcanada.com)). This ReTreat is all about you!

## New cosmetic regulations hit Europe

As of July 11, 2013, cosmetic laws in the United Kingdom and Europe will be significantly updated. The new regulation (EC 1223/2009) will affect any companies currently selling in the UK and Europe, or with plans to expand into that market in the future.

Key changes include notification of all products, new and existing, required prior to launch; the responsible person and the distributor have more responsibility in respect of safety and ensuring compliance with the new regulation; product manufacturing must comply with EU GMP standards; and a comprehensive safety assessment of the ingredient and how the product will be used is required by a competent, suitably qualified person in the EU.

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*"I was so fortunate to attend the Leading Spas of Canada Conference. The passion and commitment of everyone there is so palpable that the networking becomes super-charged. I met some great people who can not only help me achieve my professional goals, but could also become lifelong friends."*

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## Well and being—bringing wellness to a new level

The new Well & Being at Willow Stream Spa, at the Fairmont Scottsdale Princess in Scottsdale, AZ, is offering a slate of “Intentional Living” retreats throughout the year with themes including fearless living, women’s health, healing sleep, nutrition, and fitness. An impressive slate of experts has combined knowledge and forces to offer a complete package of

treatments and options to help clients achieve a heightened state of well-being.

These moves toward integrated health and wellness programs are increasingly popular as society is seeking an integrated, safe healthcare program. For more information please visit [www.wellandbeing.com](http://www.wellandbeing.com)

## Be smart and safe this summer

Summer has finally arrived! Across Canada, we’re flocking outdoors, perhaps lighting our BBQs or hitting the beach—just, in general, loving Mother Nature. However, it cannot be all fun and games. Those sweet sunbeams have serious ramifications if we’re not smart. As spa professionals, it is our duty to ensure all clients know how to be smart for their skin. Here are a few tips to share:

- ☀ Use sunscreen! Even on cloudy or hazy days, apply it liberally—in general, it should require at least the size of a toonie before hitting the beach.
- ☀ About a third of all skin cancers occur above the neck, so protect!
- ☀ Think twice about hitting the tanning machine. Improper usage puts skin at risk.
- ☀ Use “broad spectrum” or “full spectrum” sunscreen, and at least SPF 30.
- ☀ Wear sunglasses to reduce the risk of cataracts.
- ☀ Increase clothing SPF by using laundry additives like Sun Guard (one package washes a SPF 30 into clothes and lasts up to 20 washes).
- ☀ Eat for skin health. Red foods such as tomatoes and apples, Omega-3 fats, high antioxidant foods (berries and dark chocolate!), and Vitamin D all help reduce the risk of sunburn.

SpaInc. Tout pour le spa au Canada

HAS EVEN MORE WAYS TO CONNECT YOU TO THE SPA INDUSTRY!

*“We all have our guilty pleasures. For some it may be reality TV; others can’t resist the allure of chocolate. For me, it’s always been indulging in massages.”*

— Kim Cristini

MESSAGE MANNERS 101: THE BARE FACTS



### SPA INC. E-NEWSLETTER

*Offering exclusive online information to keep you connected in between magazine issues.*

### SPA INC. BLOG.

*Our personal approach to spa trends and topics*







# *Float Away at* Drift Spa

Locally harvested seaweed forms the basis of spa's rejuvenating treatments

**B**lack Rock Oceanfront Resort sits just off the coast of the Pacific Ocean atop the rocky shoreline of Ucluelet, British Columbia. Its perched position gives guests an opportunity to take in the stunning views and appreciate the origins

of the natural marine ingredients that are a favourite at the onsite Drift Spa.

"We love working with raw, organic seaweeds, which is the basis of our spa here," says Judy Bewick, spa director. Drift Spa specializes in thalassotherapy—

the use of seawater and marine products for health or beauty benefits. "Seaweed has over 65 nutritional properties including amino acids, essential fats, vitamins, and minerals. It's fabulous to be able to see them floating in the water and to explain their actions for the body."





The spa's focus is on wellness treatments that heal, reduce stress and offer support for the overall wellness of the body, Bewick says.

### Spa services

With the ocean as inspiration, Drift Spa created a lineup of services that utilizes natural ingredients from the earth and sea. The spa's facials include kelp from the Pacific Ocean as well as natural sea oils and rainforest botanicals while body scrubs incorporate sea salt, seaweed, and glacial mud sourced from Vancouver

Island. Additional skin treatments include massage, manicures, pedicures, wraps, soaks, hot stone treatments, and hydrotherapy.

Since massage is the most popular treatment, Drift Spa offers massage-based packages that help to promote other services as well. These seasonal packages allow guests to combine a hot stone component with a regular massage or even add a mini facial. Many of the spa clientele is resort-based rather than local and Bewick says the seasonal specials bring these guests back to the spa year after year.

Drift Spa uses products that are local, sustainable, and eco-friendly like Seaflora Wild Organic Seaweed Skincare. Seaflora is one of the world's leading seaweed companies and among the first to achieve USDA organic certifications for seaweed. Its products contain anywhere from 70 to 94 per cent certified organic ingredients.

"[Seaflora] is on Vancouver Island and they hand-harvest the seaweeds. We love being able to offer a good, professional Vancouver Island product," explains Bewick.

### Naturally nice

Designed with consideration for the land and sea, Black Rock's architecture enhances and contrasts the landscape through the use of bold materials like rock, glass, steel, and wood. Ocean view treatment rooms as well as an outdoor hot tub and plunge pool mean that spa guests benefit from the scenic beauty during their spa treatments.

Outside, guests at Black Rock Resort have the opportunity to walk along the pristine beaches or head out on the Wild Pacific Trail where viewing platforms allow undisturbed panoramas of the shoreline.

Both the resort and spa's successes are deeply rooted in the regional landscape and Bewick believes that the spa's

surroundings could also influence its next area of growth.

"We're situated on quite a few kilometres of Wild Pacific Trail. I'd love to incorporate some personal training and guided walks to help people take care of their bodies and love the environment."

Bewick looks forward to expanding Drift Spa's services to include wellness retreats as well as yoga. "My vision is to be able to offer healthy starts—a gentle guide for people to be able to make some better choices for themselves." ♦

**Opened:** 2009

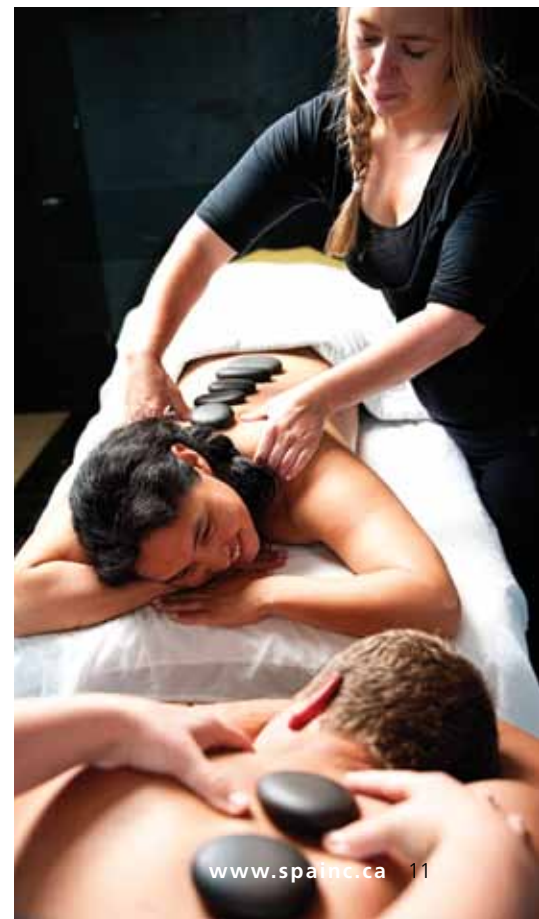
**Size:** 3,300 square feet

**Number of Treatment**

**Rooms:** 5

**Number of Staff:** 9

**Retail:** Seaflora, Colour Energy, Spa Ritual, Sea Wench, Earthlab Cosmetics, Bellaphoria, Suncoat



# strategies *defining beauty*

by Lindsay Grummett



*Smiling*



*Laughing*



*Dressing Up*



*Exercising*



*Healthy Eating*



*Feeling Good*



*Loving Life*



*Enjoying Friends*







# Defining Beauty

Celebrate the individual forms of gorgeous

This year, *People* magazine named Gwyneth Paltrow the World's Most Beautiful Woman. Last year it was Beyoncé and in 2011 JLo took the top spot. All three women come from diverse ethnic backgrounds and are remarkably different—one with full, thick lips, another with a smaller mouth and a dimpled smile, yet something about these women resonates as the ideal for true beauty.

Our perception of beauty is subjective and our understanding of it develops through the people and things around us: our family, society, our friends, and the media. Beauty isn't one-size-fits-all, it comes in every shape, size, and colour imaginable, and the spa industry is catering to every need and want of the consumer, from medi-spas to health spas and everything in between.

## Inner beauty

"I see so much now how beauty really does, as cliché as it sounds, emanate from within," Paltrow told *People*. This idea that beauty doesn't begin on the surface is one that is echoed throughout the Canadian spa industry.

"A vibrant energy, a radiant smile and sparkling eyes are evidence that a person is being good and loving towards themselves—and that shows on the outside," says Nicky Potter, the director of training and education at SkinHealth Canada.

Marianne Trotier, the spokesperson for Nordik Spa-Nature agrees, adding, "It shows when someone is happy. Everything is in the eyes. The glow, the light—I think this is beauty."

## Exceptional spa experience

For those in the beauty industry, health and internal beauty are concepts that can be capitalized.

"We want to make sure [clients] have the experience they want, not the experience we think we should be giving them," says Rachel Campbell, the district manager of Dove Spa. "We want to give real care to real women. We're not going to tell them, 'you need to fix this.'"

While many beauty brands use the media to continue to bombard women with unattainable models, Dove is refreshingly different and promoting the beauty of everyday women through its Campaign for Real Beauty that aims to inspire confidence. Campbell says the Dove Spas reiterate this concept. "We're trying to enhance a woman's actual beauty; a true, inner beauty."

As with any type of beauty service, it's important to avoid pointing out what you perceive as flaws and, instead, allow guests to articulate areas of concern and the type of treatment they'd like done. Take cues from your client because what makes them feel most beautiful could be anything from a wrinkle-reducing collagen eye mask to a Friday pedicure to start the weekend feeling sexy.

At Nordik Spa-Nature, the largest day spa in North America, guests indulge in nordic baths, källa treatments (a saltwater float pool), massage therapy and more. Trotier says they leave feeling clean, relaxed, and beautified, thanks to the overall elite experience that is created by staff at the spa.

Since beauty starts with how a person feels, proper service is key to maximizing a client's beauty potential. "We treat everyone uniquely. We give them all the service, smiles, and attention they deserve," says Trotier.

Campbell says Dove Spa strives for top-notch service for every client that walks in the doors. With one of the spa's core values being for you, everything is done with the guest in mind. "We don't make blanket treatments that are used on everyone. We want to make it personalized for the guest."

## Health and beauty

All the industry insiders and spa friends we spoke with agreed that health and beauty are intertwined.

"No matter what someone's physical characteristics are—the shape of their nose, the size of their lips, their hairstyle—it comes down to health," says Potter.



## strategies *defining beauty*

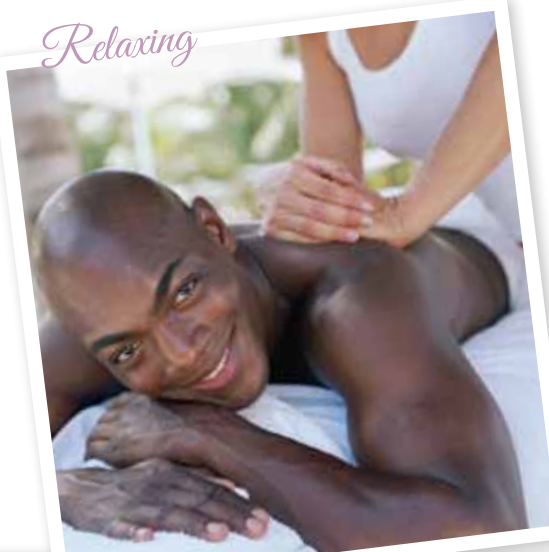
As an educator with SkinHealth Canada, Potter provides advanced education on the science of the skin, to skincare professionals across the country.

"Health is radiant and glowing," she says. "It gives you an energy that is vital and attractive."

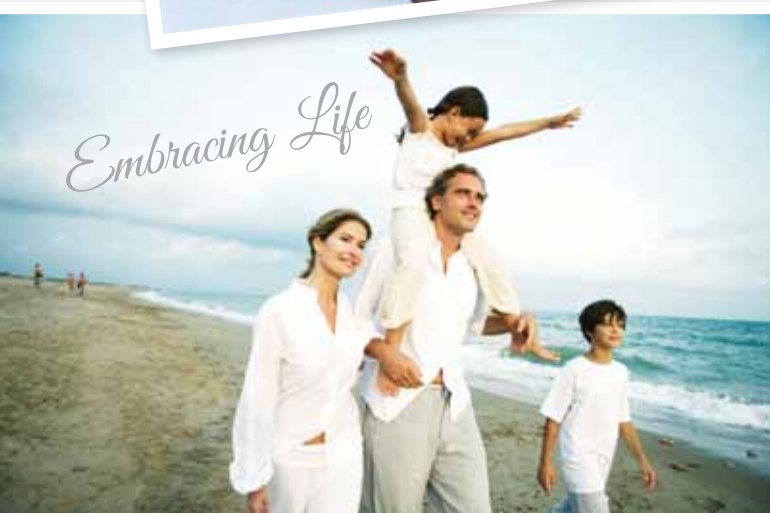
Being healthy and beautiful starts on the inside, but whether or not we like to admit it, it's our imperfections that define our beauty. The scar on your eyebrow that's been there since you were a kid or the nose you think is just too big—these are the definitive characteristics that make our faces unique, lovely and beautiful.

"Beauty is more than just perfection," says Trotier. "You can have a beautiful woman with a lot of wrinkles in her face. The wrinkles tell her story." ❖

### *Relaxing*



### *Embracing Life*



## Celebrate beauty!

We started with our editor-in-chief and then asked readers for their thoughts on beauty—how they define it and what makes them feel beautiful. Here is a selection of their answers.

// Beauty is a fine balance of self-acceptance, confidence, compassion for others, a joyful spirit, and a positive outlook on life. True beauty starts from within and shines through to the outside."

*Heather J. Kreider, owner, Makes Scents Natural Spa Line*

// I see beauty as the synergy between various elements—colour, shape, texture, sound, or scent—that results in a positive emotional experience."

*Pavia Dlab, art director  
University Medical  
Pharmaceuticals Corp.  
(makers of the Wrinkly MD  
Eye System)*

// The two key ingredients to make me feel beautiful are health and happiness. If I'm taking care of myself: exercising, eating well, sleeping soundly, and I'm focusing on the positive and loving life with my friends and family, I feel fabulous. Beauty, for me, is a holistic concept—though an incredible pair of shoes doesn't hurt!"

*Heather Ednie, editor-in-chief,  
Spa Inc.*

// I feel most beautiful when I'm getting ready to go out with my girls. After doing my makeup and getting dressed up, I feel powerful and strong—like I'm ready to take on the world!"

*Kelly Lehane, aesthetician  
Romeo Salon and Spa  
Cambridge, Ontario*



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# Aesthetic Revolution

The push for a regulated aesthetic industry is gaining momentum out west

**Y**olanda Delafranier is exasperated by the difficulties to get regulations adopted for aestheticians in Western Canada.

"It's frustrating that there is no regulation," says Delafranier, who works for Tru Spa Institute in Nanaimo, British Columbia, in admissions and community relations. Delafranier has worked tirelessly to get spa owners to recognize the value of a fully trained aesthetician but progress with both owners and the health authorities has been slow. "It's very frustrating from a school's perspective because we're trying to create a standard of professionalism," she says.

B.C. was deregulated in 2002. The issue is being revisited now because aestheticians are doing more skin-invasive procedures and authorities there look at regulations every 10 years.

But now the timing might be right for a change in the industry thanks, in part to the efforts of the director of the aesthetics program at Del Mar College in Calgary. Linda Villeneuve's fight for regulations has spanned more than a decade and two provinces. She taught aesthetics in B.C. for eight-and-half years before moving to head up the program at Del Mar. "One of the things I told the owners of Delmar when I started: within a two-year time period of them hiring me, I was going to get regulation at least started in Alberta," she says.

She was hired in 2010. In 2012 the B.C. Cosmetology Industry Association expanded to include Alberta and changed its name to the Beauty Council of Western Canada to help in the push for accreditation.

Villeneuve is currently heading up a team from the Beauty Council that is creating an application for designated occupation status in Alberta that is very close to being sent to the government. The 25-strong Alberta advisory panel—made up of salon and spa professionals from industry in the province—is also spreading awareness. The Beauty Council has also created a program called Beauty Safe, which will set the benchmark on the general trade practices and entrance level infection prevention control.

She is fighting for that status because it allows the industry, rather than government, to have control over the entrance exam, it allows the industry to self-regulate, and there's a lot less red tape than if she had pursued an apprenticeship-style approach.



And while Villeneuve was doing this work, Alberta Health was rewriting the legislation that governs the personal service industry, which includes hair, nails, and aestheticians. "How coincidental is that?" she says. "To find out that Alberta Health is currently rewriting the regulations governing our industry is fabulous. This is like the aligning of the stars."

Villeneuve has been told the plan is to have the regulations in Alberta in front of the health minister before the end of 2013 with the hope they will come out the following year. "I'm not going to profess to know exactly what will be written into the regulations," she says.

#### A success story

Meanwhile, on the other side of the country, Nova Scotia is one of the leaders in Canada when it comes to regulations for aestheticians.

After a lot of work and a strong desire of its members, the Cosmetology Association of Nova Scotia accepted aestheticians in 2003. The association worked closely with the province to develop a legislated act and bylaws to govern the cosmetology industry as the issue was too great to ignore. "It's a huge need," says Dana Sharkey, executive director of the cosmetology association, citing issues like bacteria and sanitation.

Currently, aspiring aestheticians must complete 1,250 hours in school and then complete a provincial exam—both practical and written. Right now it's a three-tiered system with a junior licence, a general licence and a masters. But that is actually up for change. The proposed system stipulates 1,500 hours and removes the junior and general licenses with graduates coming out as aestheticians then working toward their masters and instructors—if they want to go that route.

The association self-regulates through licensing and makes sure its aestheticians are compliant with all regulations, as well as sanitation and disinfecting of all salons and spas in the province. The association also fields member and public complaints.

Sharkey has consulted with Alberta over its proposed changes in the past. "They do great work and are pretty much on top of things," she says. She's also spoken with Ontario about its push for regulations and hopes that the rest of Canada will follow suit. "That's what we've been working toward," she says. "There should be a minimum standard."

"It's frustrating that there is no regulation... we're trying to create a standard of professionalism."



Back out in Nanaimo, Tru Spa Institute will continue to offer students a high standard of education through its six-month Complete Aesthetics Technician program and its nine-month Aesthetic and Spa Essentials. "We are strong supporters of the B.C. Beauty Council," says Delafranier. And she says she is starting to see the change in some spa owners as they see the need for somebody certified. "It's just something that just puts them more over the top than some of the other places." ❖

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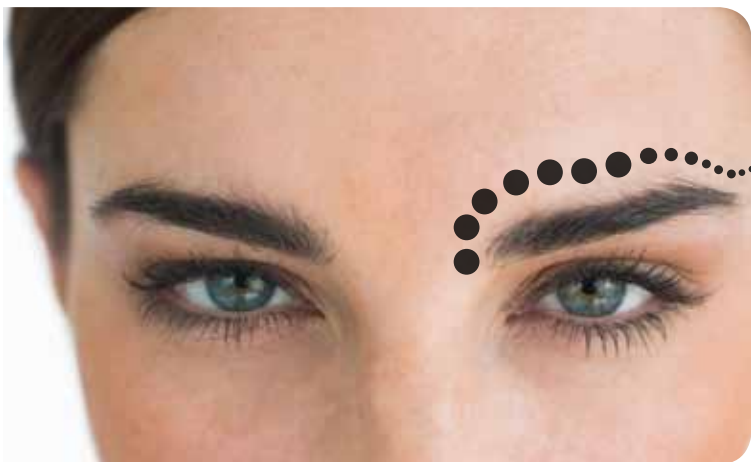
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# Eyebrow Evolution



The eyes are said to be the window to the soul, making the eyebrows their frame. And whether you've noticed it or not, the shape of these frames has evolved. Gone are the days of the super-tweezed brow. Today's trend reflects a fuller, more natural look reminiscent of the 1980s Brooke Shields brow.

"The only difference between the 80s monster brow and now is that we've established a happy medium—big and full but nicely manicured," says Mary Dhang, Tweezerman's eyebrow expert.

The size and shape of women's eyebrows has been on the move for over half a century according to a 2012 study by the University of Southern California that looked at fashion magazines from 1946 to present. Today's eyebrows are fuller and the arch has moved lower and further from the nose which means they've flattened, too.

The fuller, more natural look started taking off in 2008 and has since found its way onto the faces of some of Hollywood's hottest actresses, from Scarlett Johansson to Jennifer Aniston.

## Celebrity treatment

Aesthetician Narida Johnson has shaped the brows of celebs for the last two years while working at Chicago's Spa at The Wit. Although she can't disclose any names, she does offer strategies to make each client feel like a star by saying, "I try to personalize each service because no two eyebrows are the same. I give them a mirror, we go over the sections of their brow and decide what's best for them."



After the consultation, Johnson opts for a hard wax followed by a brow clean up where she uses tweezers and a magnifying lamp to achieve precise and beautiful brows.

Celebrity service isn't limited to women and Johnson offers key advice when working with men.

"Most men need a little bit of cleanup because they get that angry, furrowed look. The common mistake men make is going to an aesthetician and telling them to 'do whatever.' They end up with a feminine-looking brow."

Most male clients only need slight grooming and it's best to avoid over-plucking or arching the brow, which feminizes the face.

"Men want a clean look," adds Johnson.

#### Tempted to tweeze

A thicker, more natural brow is not only trendy, but also gives the face a younger look. "A fuller eyebrow usually indicates a more youthful, softer image," says Dhang. "If your eyebrows are intensely lean and arched, it can create a mature, serious, and severe look."

For those who've thinned their brows through years of plucking, there are a few alternatives to achieving a natural brow. Dhang suggests starting with a cold turkey approach allowing them to grow out as thick as possible. Overgrowth can be maintained by plucking strays. Products like a brow mousse also help hold brows in place and settle unruly growth.

More drastic measures are available for those seeking a lasting look. Micro pigmentation or cosmetic tattooing is one option that's become more popular in recent years and offers an alternative to daily eyebrow maintenance. The most common cosmetic tattooing treatment areas are the eyebrows, eyes and lips.

For clients looking to take the permanent approach to fuller brows, Johnson recommends doing some homework. Permanent cosmetic clinics that have qualified, trained professionals are easily found in big cities across Canada.

#### Wow brows

"What most women don't realize is their eyebrows are sisters, not twins. That's why we have our good side or our bad side," says Johnson. "I try to create a balance."

Transforming boring brows into wow brows involves understanding



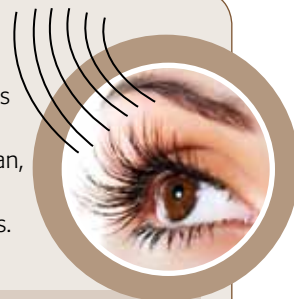
your client's needs and fulfilling them through use of proper techniques and precision. Regardless of the chosen hair removal technique, follow with additional tweezing to clean up eyebrows and take them to the next level.

A proper eyebrow maintenance toolkit includes slant tweezers for accurate eyebrow shaping as well as brow shaping scissors and a brush for any additional trimming and shaping needs.

Most importantly, always keep in mind that the eyebrows are only one piece to the puzzle. "You don't want people to only see eyebrows, you want them to see the whole picture," says Dhang. ❖

## EYELASH EXTENSIONS

Eyelash extensions can turn lacklustre lashes into the focal point of your face—if they're applied correctly. We spoke with Urla Duncan, the owner of Winks Eyelash Boutique, who gave us the skinny on achieving thick lashes.



- 1. Real vs. fake.** Eyelash extensions are available in a variety of textures—from silk to synthetic to real mink fur. Most of Duncan's clients opt for synthetic mink lashes because they look natural (and won't break the bank like real fur).
- 2. Catering to the client.** Eyelash extensions are selected for an individual's face depending on the shape of their eye and their natural lash. Extension lashes also come in a variety of thicknesses, lengths and curls to suit a client's needs.
- 3. Early care is key.** It's important to keep the area dry for 48 hours to ensure the adhesive cures properly. After that, extensions are low maintenance and can be worn in the shower or while swimming.
- 4. Upkeep is determined by the client.** Duncan has clients who visit every two to three weeks to keep their set looking fresh while others (including Duncan) opt to grow them out.
- 5. Mascara can be worn, but it's not advised.** Apply the product toward the tips of the lashes to avoid touching the adhesive.

# Rolling out the Red Carpet

Fabulous leaders of the Canadian spa industry flocked to the Windsor Arms Hotel on April 29 for the first annual spAWARDS Gala, to celebrate the 2013 winners. More than 100 people came together in celebration of excellence, from right across the country.

The venue was spectacular: from the red carpet entrance to photo ops, to delectable treats and abundant wine courtesy of Wineries of Niagara-on-the-Lake. The gala was a sweet launch of the Canadian spa industry's new annual opportunity to get together and share their pride about leading such an important industry for Canadians.

Spa Inc. is pleased to have hosted the event as an opportunity to recognize the best of our industry. Many thanks go to the sponsors and to our co-hosts, Book4Time.



Congratulations to all the wonderful winners of the 2013 spAWARDS!

View the complete list of 2013 winners online at [www.spawards.ca](http://www.spawards.ca)



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# The Evolution of Technology

The evolution of technology has resulted in the availability of treatments that are quick, effective and require little to no downtime. Historically, the first cosmetic laser treatments were highly effective but inaccessible to most people and required months to fully recover. With these advances, physicians now have the ability to treat multiple skin concerns safely and efficaciously by merging multiple treatment modalities.

Some of the newest changes in cosmetic treatments involve the use of laser systems that combine light-based, resurfacing and tightening technologies in one platform. The consequence is that at every visit a patient receives different treatments which work synergistically to treat a number of issues at once including cellulite, stretch marks, pigmentation, redness, acne, skin laxity, and scars.

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to treat a number of issues at once including  
cellulite, stretch marks, pigmentation, redness,  
acne, skin laxity, and scars.

## Single laser and light systems

Rosacea vulgaris is manifested by a variety of symptoms including blood vessels, blushing, flushing, and red patches. In the past, lasers concentrated on one or two of these symptoms. We can now improve all of the manifestations of rosacea vulgaris using light with multiple cut off filters.

Acne scars, both elevated and depressed, can be improved using resurfacing lasers. These fractionated lasers have revolutionized scar treatment by producing controlled, microscopic holes in the skin. Doing so culminates in faster healing while maintaining consistent results. Physicians can then tailor procedures to individual patient needs. Patients achieve a significant improvement in the overall appearance and texture of their scars.



Intense Pulsed Light is now used to treat overall skin tone and colour heterogeneity. Brown spots, redness, blood vessels, pore size, and superficial scars can be improved. This results in skin that reflects light off of the surface more uniformly which clinically translates into skin that has more of a luminescent glow.

Light energy can also be used to treat mild and moderate acne vulgaris by reducing the number of papules and pustules. It has an anti inflammatory effect which reduces the visible lesions of acne.

In summary, the advent of technological advances has resulted in less downtime and better clinical outcomes for happier patients. ❖



*Dr. Lisa Kellett, M.D., F.R.C.P (C), D.A.B.D., is set apart by her unique approach to cosmetic enhancement and skin care by developing individualized, specialized treatment regimens for each patient by combining programs which optimize the results of skin care, topical medications, and laser, light, radiofrequency, and infrared technologies.*

# The Man List

**G**ood news! The recent explosion of made-for-men options means men don't have to use their wives' products any more. Male skincare is the fastest growing sector in the global beauty industry and is expected to keep growing through 2016\*. Making room for some male-focused products in your retail section would be wise.

## DOUBLE DUTY

"There are a lot more men visiting spas to get treatments now," says Anthony Tsai, president and co-founder of TwinLuxe—a men's skincare and wet shaving brand. Men love products that perform double duty so select items that offer versatility like a face wash that doubles as a mask or a shampoo that works as a body wash.



## DOUBLE DUTY

**1. TwinLuxe**  
Daily Detox Face Wash and Mask  
[www.twinluxe.com](http://www.twinluxe.com)

**2. Dr. Payot Optimalle**  
All Over Shampoo  
[www.payot.com/CA/en](http://www.payot.com/CA/en)

**3. Billy Jealousy**  
Six Pack Slimming Solution  
[www.moderngoods.ca](http://www.moderngoods.ca)

## TARGETING TROUBLES

Guys want to look good and are tackling their trouble areas with target-specific products like anti-wrinkle gels and eye serums. Statistics show 20 per cent of American men aged 18 to 34 have had a facial, which is the perfect time to promote the proper take-home products for your client. Watch out for artificially fragranced items warns Heather Vounnou, training manager at Dermalogica. They can cause photosensitivity and are also one of the top causes of contact dermatitis.



## TARGETING TROUBLES

**4. Babor Men**  
Energizing Anti-Wrinkle Gel-Cream  
[www.ca.babor.com](http://www.ca.babor.com)

**5. MenScience**  
Eye Rescue Formula  
[www.menscience.com](http://www.menscience.com)

## FACIAL HAIR CARE

From Mowember to moustache clubs, men are serious about their facial hair. To preserve the sensitive skin on their face, Vounnou offers some shaving tips to pass along to your male customers. "Shave starting at the sides, making sure to shave in the direction of the hair growth," she says. After shaving, she suggests men rinse with cool water, gently patting—not rubbing—the skin dry.

\*(according to the 2013 Trend Report by SpaFinder Wellness)



## FACIAL HAIR CARE

**6. Bluebeards Original**  
Wonder Beard Intensive Repair  
[www.bluebeardsoriginal.com](http://www.bluebeardsoriginal.com)

**7. Dermalogica**  
Shave  
[www.dermalogica.ca](http://www.dermalogica.ca)

**8. Fendrihan**  
3-Piece Gillette Fusion Shaving Set in Imitation Ivory with Silvertip Badger Shaving Brush  
[www.fendrihan.com](http://www.fendrihan.com)

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# Photo technologies and skin care

## The ultimate winning combination

Today, with the increasing use of medical or surgical rejuvenation techniques, aestheticians play a prominent role, providing sound advice daily to clients. With options such as peels, use of photo technologies (lasers, IPL, etc.), filler injections, and facelifts, aestheticians' expertise and tools can make such a difference that they should be considered a «necessary step» for every person wishing to positively transform the appearance of their skin.

In general, the benefits of visiting an aesthetician during the course of medical or surgical rejuvenation treatments are numerous, the most important being the optimization of results.

Through continuing education programs, aestheticians constantly update their knowledge about different rejuvenation techniques. They are perfectly suited to provide care programs that integrate professional treatments and at-home programs to prepare the skin to maximize its recovery, and achieve optimal results. Their services promote and protect clients' investment in treatments.

### Photo technologies at the spa

Today, aestheticians themselves can now offer rejuvenation techniques that are very precise, non-surgical, and very similar to medical techniques, offering excellent visible results quickly. These techniques mainly belong to the family of photo technologies. Safe and non-invasive, they include intense pulse light, also called flash lamp, lasers, and light-emitting diodes (LED). Some spas are also equipped with radio-frequency devices.

Aestheticians that offer this type of service receive continuous training on the techniques and practices on a regular basis.

From a scientific point of view, several objective and rigorous studies demonstrate the synergy of photo technology techniques with combined professional and at-home care techniques.

Through the combination of these technologies with products for proper care, aestheticians offer effective solutions for the following skin problems:

- Wrinkles, sagging skin: improved tone and texture of the skin
- Certain vascular disorders: decreased redness
- Certain pigmentation disorders: decrease in the intensity of non-pathological spots, clear complexion
- Acne

These solutions are tailored to clients' needs and expectations. Not only are they customized solutions, but they are specifically tailored to lifestyle and budget.

If a client is thinking about cosmetic treatment, be it medical or surgical, her best bet is to talk to an aesthetician, an ally for the beauty and youthfulness of her skin! ❖

## Photo technology options provide safe and non-invasive solutions for skin rejuvenation:

**Lasers:** There are several types of lasers. The laser is an intense source of pure light. When laser light contacts the skin, a specific target in the skin absorbs the "colour" of the laser light (melanin, hemoglobin, or collagen). The absorbed light is transformed into energy that alters or destroys the targeted tissue.

**IPL:** Photo technology using a flash lamp which covers a wide spectrum of wavelengths - from 400 to 1,400 nanometres. Similar to lasers, adhering to the principle of selective heating, it targets melanin, hemoglobin, or water in the dermis.

**Biostimulation by LEDs:** a "cold" light compared to the characteristic hot light emitted by lasers. LEDs emit in the colours of the rainbow (red, yellow, blue, green, purple). The colours used most in healing and for anti-aging effects are red and yellow. Blue is used against acne and dermatoses. These lights are used to calm inflammation, improve healing, erase stretch marks, and stimulate fibroblasts in collagen production.



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

# fresh & new

**Dr. Oscar Hevia's** line HEVIA MD SKIN SCIENCE helps protect against skin damage and encourages skin rejuvenation. The Anti-Aging Cleanser goes deep in the skin to clean without irritation while retaining the skin's moisture balance. The cleanser includes super anti-oxidant Red Mangrove Extract to help repair skin damage as well as virgin coconut oil, shea butter, allantoin, and anti-inflammatory mango butter for an irritation-free deep clean.

[www.heviaskinscience.com](http://www.heviaskinscience.com)



**Circ-Cell** ABO +/- Blood Serum renews the skin around the eye by supporting cellular respiration and providing rich hydration. The Circ-Cell serum was modeled after scientists' attempts to create a synthetic blood substitute and the product harnesses a blend of oxygen-rich ingredients to reduce the appearance of wrinkles, puffiness, and under-eye circles. Not a real blood or a blood substitute.

[www.circell.com](http://www.circell.com)



**ECO-heater's** new T400U wall-mounted convection space heater has a built-in digital thermostat to offer users the same level of control as central heating. Using about a quarter of the electricity as other space heaters, each ECO-heater unit comes with a heat reflector to keep the heat within a room rather than being absorbed into the wall behind it.

[www.aviva.ca](http://www.aviva.ca)

## Provence Cosmetics

Bioslimming Trio is an at-home treatment said to reduce the appearance of cellulite, attack stubborn fat deposits, and enhance firming all while minimizing the appearance of stretch marks, spider veins, and varicose veins. The three-step process includes the Active Slimming Gel for cellulite; the Active Slimming Cream to tackle fat deposits and leave skin feeling firmer; and the circulation-enhancing Ultra Slim Effect.

[www.provencecosmetics.com](http://www.provencecosmetics.com)



**Dr. Payot** Sensi-Expert line is a complete beauty ritual for sensitive skin, using a limited number of ingredients carefully selected to eliminate skin reactions. Algae polyuronides are used to soothe redness, strengthen the skin's immune defence, and improve the regeneration process while curative, active ingredients reinforce the skin's barrier.

[www.payot.com/CA/en](http://www.payot.com/CA/en)



## Control Corrective Skincare Systems

EGF Serum 30 absorbs deep into skin cells to minimize the signs of aging and sun damage while dramatically improving the skin's texture and elasticity. Safe for all skin types, it is also compatible with retinol, antioxidant treatment regimes, and sunscreens, and can be used to enhance healing following chemical peels, IPL, laser, or microdermabrasion.

[www.controlcorrective.com](http://www.controlcorrective.com)



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[www.belmonda.com](http://www.belmonda.com)





**Spa Revolutions** Lava Bambu is the world's first naturally self-heating massage tool. Lava Bambu allows therapists to perform a heated massage without the use of additional equipment or electricity. The product also reduces strain on massage therapist hands during deep tissue work. Protocol Training Kits allow spas and massage therapists the opportunity to experiment with Lava Bambu prior to incorporating this service at their facility.

[www.lifestyleuniversal.com](http://www.lifestyleuniversal.com)



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[www.emerginc.com](http://www.emerginc.com)



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[www.ilovemymuff.com](http://www.ilovemymuff.com)

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will restore post-summer skin back to its glowing state. Pumpkin soothes, moisturizes, and assists other nourishing ingredients to absorb deeper into the skin. Dried pumpkin, raw sugar, sweet almond, coconut, rice bran, and avocado oil work together to diminish the effects of the summer sun and re-establish firm yet soft skin.

[www.shop.makeesscentsspaline.com](http://www.shop.makeesscentsspaline.com)



**Vitatanz** Home and Travel Kit gives you that summer glow long after the season is over. The self tanner fades evenly and naturally and is a great camouflage for skin imperfections like cellulite, stretch marks, and spider veins. The organic product contains no oil or alcohol and the non-sticky formula dries in five minutes and lasts to 10 days.

[www.vitatanz.ca](http://www.vitatanz.ca)

**NU GLO SKIN** Brightening Apple Stem Cell Serum targets hyperpigmentation and environmentally damaged skin.

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[www.nugloskin.com](http://www.nugloskin.com)



### China Glaze's

Autumn Nights collection features 12 new cozy colours. The rich polishes have a cool tone that's perfect for the fall season. The polish colours range from a gold shimmer called Goldie But Goodie to a blue-purple crème named Queen B.

Autumn Nights is available in September 2013 in stock colors, box collections, counter displays, and a 36 piece rack.

[www.chinaglaze.com](http://www.chinaglaze.com)





# soul to sole

by Theresa Rogers



## Allan Skok

With a passion for health and well-being and a keen eye for business, Allan Skok is a driving force at Sanctuary Day Spas. Under his direction, Sanctuary Day Spas has become one of the most recognized and trusted brands in the industry, offering a broad range of progressive spa treatments as well as several non-invasive medical treatments provided under the care of a plastic surgeon. He oversees all seven Sanctuary locations, working closely with the general managers from each, and also manages all marketing and communications efforts for the company. Prior to joining Sanctuary in 2007, Skok co-founded and advanced a successful automotive distribution company. He is also President of the Spa Industry Association of Canada (Leading Spas of Canada) and a part-time instructor of a Spa Entrepreneurship business course to aesthetic students at Toronto's Seneca College.

**How do you keep things modern and fresh in the spa?** My involvement in SIAC / Leading Spas of Canada allows me to keep a pulse on things.

**My favourite way to relax is...** Standing sideways on a surfboard, kiteboard, wakeboard, snowboard, or standup paddleboard.

**The secret to good customer service is...** Take the time to speak to your guests in person. It's amazing how many people don't do this.

**My motto is...** Do unto others as you would have them do unto you.

**The hardest thing I ever did was...** My Bar Mitzvah at age 13. I can't think of anything worse than singing in public in Hebrew.

**I got into this business because...** I really believe in living a fun, balanced, and healthy lifestyle and this business allows me to practice what I preach. I also felt that it was one of few industries that wasn't being outsourced overseas at the time.

**My guilty pleasure is...** Menchie's strawberry-flavoured froyo with Skor toffee pieces, coloured sprinkles, white chocolate chips, and cheesecake pieces. ❖



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