

Graciously Granted



The Successful Hands Grant Program—launched by Biofreeze, Massage Envy Spa and Bon Vital' in May 2014—has announced its first round of winners.

More than 650 massage therapy students, representing 215 schools across the U.S., applied for one of five \$1,000 grants to support their educational pursuits. Applicants wrote a 200-word essay on what being a successful massage therapist means to them.

Awardees included students from Daytona State College in Daytona Beach, Florida; the National Holistic Institute in Studio City, California; the Lourdes Institute of Holistic Studies in Collingswood, New Jersey; the Lauterstein-Conway Massage School in Austin, Texas; and Cuyahoga Community College in Highland Hills, Ohio.

“Our profession’s future is obviously in good hands based on the passion and professionalism illustrated in the applications we received,” says Lynda Solien-Wolfe, vice president of massage and spa for Performance Health, parent company of Biofreeze and Bon Vital’.

As a result of the program’s resounding response, the three companies have decided to re-implement the grant awards in 2015. Details regarding the new application process will be shared this month, and applications open February 1.

For more information, visit successfulhandsgrants.com

successful hands

GRANT PROGRAM



Uniquely Uniformed

Noel Asmar, known for its stylish yet practical spa and hospitality uniforms, recently expanded its collection. The line, featuring designs for men and women, showcases the brand’s signature spa and fitness fabrics and suiting material.

One of the first new pieces, the Andiamo wrap top, is designed for women who are constantly on the move, among them estheticians, massage therapists and nail technicians. A center clasp provides a secure fit, while a side tie maintains a silhouette.

Other new items include the Milana, a sleeved tunic with a white collar and cuffs; the Geneva, a fitness fabric maxi skirt; the Victoria, a black blazer with a faux leather lapel; and a men’s short-sleeved black Henley with charcoal gray accents. The brand has also buffed up its Jada uniform collection—previously only available in black—by adding the Zoe, a short-sleeved top in the same style, and offering white and charcoal options.

These additions live up to the brand’s objective of “style that’s made for the way you move.” “Our design philosophy is to think about every moment of the spa and create styles that result in greater efficiency and a nicer experience on several levels,” says Noel Asmar, CEO and lead designer.

In the coming months, the brand will be launching several other new items. More information can be found at noelasmaruniforms.com.



Insider Deals

Live Love Spa has launched its membership-only Pro-Deals portal, a website aimed exclusively at spa industry insiders and professionals looking for discounts on treatments, products and services at facilities across the country.

For a \$49 annual fee, working members of the spa community—whether they’re owners, managers, estheticians, office personnel or skincare brand staff—can become Live Love Spa ProInsider members.

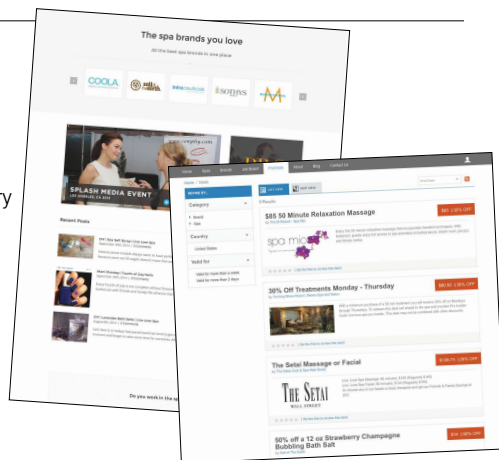
The website was inspired by the notion that for spa professionals, experiencing the industry they work in is a great way to educate—and indulge—themselves. Hence, the portal also features educational resources within the “SAVVY Spa Network” and information about ProInsider exclusive VIP events.

“The more we can experience what our industry has to offer, the better we can take that knowledge to enhance people’s lives,” says Lisa Michaelis, founder and CEO of Live Love Spa.

The site has a similar feel to that

of group-purchasing sites, and offers discounts on services such as facials and massages and up to 50% off products from brands like Sothys USA, Comphy and Salt of the Earth.

To promote the launch of the portal, Live Love Spa created a *Saturday Night Live*-inspired video that takes a lighthearted look at the difficulties frequently faced by spa workers trying to nail down a deal in their industry. To view the video and to learn more about Live Love Spa’s ProInsider membership, visit livelovespa.com/pro-insider.



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IN THE NEWS

Women Who Wow

To commemorate its 60th anniversary, Cosmetic Executive Women—a professional beauty trade organization and network—recently acknowledged “trailblazing entrepreneurs who have changed an industry” at its annual awards ceremony, held at the Waldorf Astoria hotel in New York City.

During the event, Dermalogica’s founder and co-owner Jane Wurwand was the first recipient of the inaugural CEW Achiever Award, which recognizes the accomplishments of women leaders in the cosmetics industry. In 2011, Wurwand founded Dermalogica’s social impact initiative, Financial Independence Through Entrepreneurship (FITE), and since then has focused her initiatives on creating opportunities that empower women both professionally and economically.

FITE has connections in 70 countries, and has so far helped to fund more than 50,000 female entrepreneurs worldwide. The group creates pathways to entrepreneurship by providing access to funding and business resources, and supporting education and leadership training for women. Most recently, FITE announced the launch of its new program to support vocational training for young women interested in careers in the salon industry.

Laura Geller, founder of Laura Geller Beauty, Alli Webb, founder of Drybar, and Wende Zomnir, CCO and founding partner of Urban Decay Cosmetics, were also honored with the CEW Achiever Award. Additionally, Leonard Lauder, chairman emeritus of the Estée Lauder Companies Inc., received the organization’s Lifetime Achievement Award.

This year’s CEW honorees included Dermalogica’s Jane Wurwand.

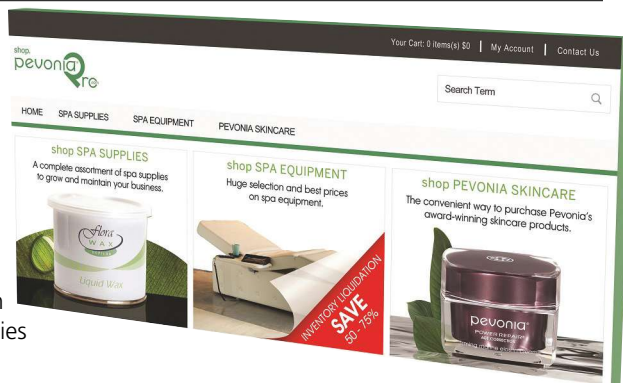


One Stop Shop

Pevonia has relaunched PevoniaPro.com to include an extensive online store where spa professionals can order spa accessories, supplies and equipment.

Previously, the website served solely as a portal for professionals who held an account with Pevonia to access marketing and educational material. Now, any spa owner or esthetician can purchase a wide array of items for their business, ranging from massage tables, steamers and towel-heating units to brushes, sponges and waxing accessories.

Many of the items are from Pevonia International’s equipment line and COSMOPRO Shop, which was formerly available via catalog and on spazonepro.com. Items from other brands that Pevonia has partnered with—including Tweezerman, GiGi and Satin Smooth—are also for sale.



“What we wanted to do was take our online presence much more seriously because it’s a growing part of the business,” explains Arthur Swanberg, Pevonia’s ecommerce manager. “We carried out an extensive redesign to make it really simple to shop for supplies and equipment. It’s now a very easy-to-browse, accessible site.”

The Pevonia skincare lines are also listed on the website, but spa pros interested in buying the products must be a Pevonia Partner and call the brand to place their order.

For more information, visit PevoniaPro.com.