



Mini Microderm

Looking to boost your bottom line by associating the devices used in your treatment rooms to the items on your retail shelves? Consider CrystalSmooth, a hand-held microdermabrasion device that can be employed during services and sold for at-home upkeep between spa appointments.

The 7" wand is battery-free—the user simply brushes the device across the face at their desired speed and pressure. The difference can be compared to using a regular toothbrush versus an electric one; the manual device is easy to travel with and can be used in a variety of treatment rooms.

CrystalSmooth is also differentiated from other hand-held microderm devices by its disposable heads, which can be used up to five times. Available in sensitive, mild and moderate varieties, the tips contain zeolites, minerals that remove impurities from and calm redness in the skin.

Replaceable heads keep the device sanitary, enable customization to each client's skin type, and increase retail profits by bringing customers back through your spa doors to purchase refill kits.

One of the device's users and retailers, a medical spa and dermatology practice based in Florida, has created a package deal, offering a treatment with the CrystalSmooth and then sending the client home with the device, driving sales back to their business when the client needs replacement heads. The MSRP for a starter kit—which includes the device and one of each type of head—is \$79, and kits wholesale for \$44 each. Three replacement heads are packaged together with an MSRP of \$34, but can be purchased wholesale for \$18 each.

For more information, visit crystalsmooth.com.

★ Retail Rockstar



ADRIENNE WILLIS

The star: HydroPeptide Perfecting Gloss
The spa: Hyatt Regency Lost Pines Resort & Spa, Cedar Creek, Texas
Why it flies off the shelves: "I use these gorgeous glosses at least a dozen times a day, so I can personally vouch for how plumping and hydrating they are!" laughs Adrienne Willis, spa operations manager. "As soon as the gloss is applied, guests immediately feel a tingling in their lips; they know the formula is working to give them that plumper, fuller effect. Plus, the glosses are super-affordable at only \$18, which makes them a perfect checkout add-on."

How it's promoted: "Our estheticians apply the lip treatment as the finishing touch to all our facials. That way, the tingling of the gloss is fresh in clients' minds when they approach the register," explains Willis. "It's vital to our sales that we have the HydroPeptide stand on our check-in desk, which displays the various shades, plus samples and lip applicators. Our staff also loves that there's a color for everyone. Even the newest gloss, Santorini Red (pictured)—which I thought might not sell as well because it's a much brighter shade—has been extremely popular with our guests!"



PRO TOOLS



ANIA MANKOWSKA-ALLARD

The pro:

Ania Mankowska-Allard, spa director, Nob Hill Spa at the Scarlet Huntington, San Francisco

Her tools:

- 1. Getting your hands dirty.** "I believe in being a hands-on leader, which to me means thoroughly understanding every aspect of my spa's operations," explains Mankowska-Allard. "I work to master every task—from washing linens to comprehending all the details of our products and their ingredients to managing our social media accounts."
- 2. Finding quality time.** "I try to have quality interactions with the people who work at my spa, by asking how their day is going and finding out what challenges they're encountering," adds the pro. "I also believe this one-on-one time is crucial to finding out more about my employees as individuals, and figuring out how I can work best with each of them."
- 3. Being up and at 'em.** "You will rarely find me in my office or at my desk," says Mankowska-Allard. "I really enjoy being in my spa's common spaces, greeting guests and forming relationships with them. From a management perspective, being away from your office helps build rapport with your employees. Plus, being present makes you see situations from a different perspective than if you're simply sitting behind a computer."