

★ Retail Rockstar

The star: Yon-Ka Paris Creme 28

The spa: G2O Spa & Salon in Boston

Why it flies off the shelves: “For those of us who are New England residents, our skin gets really parched in winter,” says Lisa Hill, retail director. “Creme 28 is ultra-hydrating, and can be used morning and evening on dry



LISA HILL

or oily skin. It’s vitamin enhanced, so in addition to moisturizing it also smooths rough patches and fine lines. In the early months of the year, I can hardly keep the 28 in stock. Right now, I’m selling more of it than anything else, including hair care!”

How it’s promoted: “Yon-Ka Paris is the No.1 skincare line in our spa,” notes Hill. “We have a very large retail area, and when clients walk in the door to that space, Yon-Ka’s display is the first thing they see. Also, the company offers excellent education—each esthetician visits its facilities to learn about the products and facial protocols, and that enables them to recommend products with confidence to customers.”



MELTING GETS A MAKEOVER

Waxing wizards, take note! GiGi’s Deluxe Double Warmer has been given a facelift, sporting a sleek, modern look and offering a hassle-free cleaning process. The warmer has retained its space-saving design and its two individually sealed warming pods that hold standard 14-oz. wax cans, each with adjustable temperature controls. Among the new features are: dual power switches that enable technicians to conserve power and heat each wax pot individually; snap-off hinged lids on each side, which are

removable to make cleaning easier; and lights that indicate which side of the warmer is on.

“The warmer’s new design is so beautiful!” raves Elham Jazab, global educator for American International Industries, who works extensively with the GiGi brand. “But it doesn’t just look good—for those of us who are in the spa and working with the wax, the new features are really practical and will make our lives so much easier.”

For more information about GiGi, visit aibeauty.com.



Lavish Linens

As a spa owner, you know that providing guests with thick, plush towels pre- or post-treatment is a crucial part of their experience. With that in mind, American Dawn Inc. has added a new line of higher-quality, spa-specific towels to its repertoire in response to increasing customer demand.

The Allure collection, made with 100% organic cotton, is comprised of extra-long bath sheets (16" x 29") and matching face towels (12" x 12"). Both are available in 21 bleed-safe, color-resistant hues, including softer, spa-inspired peach, baby blue, sea foam, jade and lavender, as well as neon green and bolder shades of pink, blue and red.

The line is sold in smaller cases, ideal for growing businesses that don’t yet want to commit to bulk linen purchases. “Our towels are carton packed, so they’re not over-compressed, and we sell eight dozen per color, per case instead of 30 or 40 dozen in a massive bale,” explains Ron Rajesh Kothari, sales director for the linen manufacturer.

In addition to its towel offerings, the brand also manufactures and sells sheets, blankets, robes and uniforms. For more information, go to americandawn.com.



PRO TOOLS

The pro:

Kory Keith, director of spa, The Ritz-Carlton, Los Angeles

Her tools:

1. Keep current. "When it comes to wellness and beauty choices, consumers are more educated than ever, so it's imperative to keep abreast of industry innovations and your competitors' techniques," says Keith. "Sign up for newsletters and marketing campaigns of spas in your area, visit the trendiest skincare and beauty boutiques, and read the magazines in your relaxation lounges. The best way to ensure your spa is constantly evolving is by keeping an eye on the businesses around you."

2. Trust in your team. "Make sure to regularly seek your staff's insights about what your clients might be looking for when determining menu changes and seasonal treatments," suggests Keith. "After all, they're interacting with your customers on a regular basis too. It's just as important to involve your team when making key decisions that impact them. It builds trust and appreciation."

3. Count your blessings. "It's easy to get caught up in the whirlwind of our daily activities, so we should take a step back and remember how lucky



KORY KEITH

we are to be part of such an amazing business," Keith adds. "We get to be the best part of someone's day, every day. How many other industries afford that opportunity?!"

Soak-free Solution

There's no doubt you've sympathized with clients' concerns about the hassle of acetone soaking and foil wrapping when removing gel nail polish. Now you can offer them an alternative: the Steam Off Gel Removal System, designed to lift gels seamlessly.

"Removing gel can be an uncomfortable process—many clients won't go for the upsell because they dislike the way acetone burns and dries out their fingers and nail beds," says Katie Cazorla, owner of Everything Nail and The Painted Nail, the nail retail store and salon, both based in Los Angeles, that invented and launched the Steam Off.

As the name implies, steam is key to the process. The removal system vaporizes a vitamin-infused acetone solution to heat and moisten a wide variety of gel polishes and shellacs.

The liquid is poured into a small, plastic bowl at the center of the AC-powered pod. While it heats, the nail tech files the nails' top edge and buffs the top layer of the gel coating. When the machine beeps and the green light illuminates, the client lays their palm on the device's plastic top, inserting their fingers into the five silicone-lined slots and bending their knuckles as if gripping a tennis ball.

The device beeps at five-minute intervals, but Cazorla recommends ten minutes, and cautions that hard gels (usually removed by filing rather than soaking) typically take longer. "Because the solution is so gentle, the process can be repeated if necessary," says Cazorla. "I've even used the Steam Off to remove clients' acrylic nails—it's kind of revolutionary!"

For more information, visit everythingnailz.com.



Brushing Up

Emilio Smeke, is the creative power behind Daily Concepts, a line of natural, cruelty-free shower and spa accessories.

The collection consists of several exfoliating scrubbers and washcloths for face and body, plus three types of soy-based konjac foam sponges. The scrubbers are made from a unique proprietary blend of fabrics: raw, 100% natural cotton and manufactured nylon-polyester loops designed for enhanced exfoliation. Each sponge has a label indicator, with wording that fades when it's time to be replaced, and the packaging converts to a hanging shower caddy for storage.

"I initially developed the line for consumers but after it launched I was still trying to figure out my ideal target market," explains Smeke. Then one day, he stepped into a treatment room at the El León Spa in Los Angeles and discovered his esthetician was using the very Daily Concepts Exfoliating Gloves he'd developed and manufactured.

As a result, Smeke shifted his focus to the spa market, and began working with an esthetician to develop "detox treatments" that incorporate the gloves. Protocols teach therapists how to utilize them to prep skin for a body mask or scrub treatment, or during manicures and pedicures.

About 20 spas nationwide have partnered with Daily Concepts so far—some sell the accessories in their retail space, others use them in the treatment room and then send the gloves home with the client. "This is a practical product they can use in the shower on a regular basis, plus it will remind them of their experience at your spa," he adds.

To learn more, go to dailyconcepts.com or contact emilio@dailyconcepts.com.

