

Body Scrubs

Polish, brush, buff, slough—learn why eliminating dead skin cells is crucial for your clients. *By Rachel Kossman*

Why is it so important to rid the body of dead skin?

Colleen Nunes, spa director, L Spa, Grand Prairie, Alberta: Exfoliation allows skin to function optimally. When dead and dry skin cells are removed, the skin can breathe. Plus, post-buffing service, hydrating products are more readily absorbed.

Terra Orndoff, director, Heavenly Spa by Westin, Hilton Head Island, South Carolina: It's easy to remember that our faces need exfoliation, but we often forget about our bodies! Skin is constantly shedding, but not all of those dead cells fall off; they build up and cause dry, rough patches. Exfoliating can prevent breakouts, avert ingrown hairs and brighten tone, as well as soften and hydrate.

Patricia Gibson, owner, Amore Hair Salon + Spa, Prince Frederick, Maryland: It's important to slough off dead skin cell buildup to remove impurities and open the pores. A body scrub should result in even skin tone and surface, enabling tanning solutions and other spa products to penetrate the skin more effectively.

Tova Yaron, owner and esthetician, Tova Day Spa at The Fairmont Hotel, San Jose, California:

Our biggest organ is our skin, and it helps protect us from environmental aggressors. The skin has its own ability to reject the gunk in our air, but it also picks up plenty, which is why it's important to renew and strengthen the skin's outer layers.

What are some key ingredients in an effective body scrub?

Nunes: A body scrub should contain the perfect amount of 'grit'. If it's too abrasive it can cause discomfort, but if it's too smooth it just won't work. A dual-action formula featuring mechanical as well as chemical components—alpha hydroxy acids (AHAs) or enzymes—is ideal.

Orndoff: I seek out real ingredients—shea butter, cocoa butter and vitamin E—that are known for their therapeutic effects.

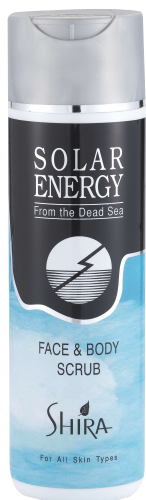
Yaron: Alpha hydroxy acids are a vital ingredient.



Sanitas Milk & Honey Body Scrub
888.855.8425, sanitas-skincare.com



FarmHouse Fresh Coconut Beach Whipped Shea Butter Body Polish
888.773.9626, farmhousefreshgoods.com



Shira Esthetics Solar Energy Face & Body Scrub
800.957.4472, shiraesthetics.com

M'lis BUFF Body Exfoliator
800.548.0569, mliscompany.com



Cuccio Naturale Papaya & Guava Sea Salts
800.762.6245, cuccio.com



Pure Fiji Coconut Sugar Rub
800.477.4283, purefiji.com

SAIAN Gentle Oat Scrub
800.291.1130, saian.net



Many professionals prefer sugar bases, but I'm partial to salt scrubs. I also look for formulations that incorporate minerals, such as magnesium, potassium and calcium.

What body scrub treatments does your spa offer, and what do your clients love about them?

Nunes: The crisp aroma of the Éminence Pear & Green Apple Sugar Scrub makes it an L Spa team favorite. All of the brand's scrubs gently buff away dry, itchy patches while infusing the skin with oils and antioxidants. Our Revive Therapy (45 min./\$105) provides clients with a full-body buff that boosts circulation.

Orndoff: Our current menu staples are the FarmHouse Fresh Citrus Grass Salt Scrub and Coconut Beach Body Polish—these aromas truly represent our local island environment. The Coconut Cabana Body Treatment (50 min./\$120) uses a scrub blend of coconut and pineapple, followed by a honey-yogurt oatmeal mask and finished with a shea butter moisturizer.

Gibson: We use the M'lis BUFF scrub before wraps to leave skin softer and more vibrant—it rejuvenates the skin and removes dry and damaged patches while enhancing the inch-loss results our clients are seeking. Our Body Wrap Treatments (60 min./\$95) include a buffing, wrap application and body massage.

Yaron: I'm from Israel so I love Shira Esthetics products, which incorporate salt from the Dead Sea. My clients really seem to notice the active ingredients

working to eliminate their dry, dead skin. Our Dead Sea Mineral Mud Wrap (60 min./\$165) features a Dead Sea salt and oil scrub and a Dead Sea mud wrap. Once the wrap is applied, the client relaxes in a steam capsule while the therapist performs a scalp massage.

How do you convince clients to pay for a service that they could perform in their own shower?

Nunes: A body therapy is exactly that: a therapy. At our spa, scrubs are rituals designed to take guests on a sense-stimulating journey, beginning with a mind-calming exercise. Also, our therapists understand the importance of sharing knowledge with their clients. That's the draw—we hold the expertise.

Orndoff: My therapists and front desk team have all received at least one of our body scrub services—the best way to talk about them is through personal experience. Packages incorporating scrub and mask treatments feature the best of both worlds: clients see all the visible benefits—brightening, tightening and toning—plus they experience the stress relief of a massage.

Yaron: Body scrubs can, and should, be performed at home, therefore their retail component is valuable to us too. We encourage all our clients to purchase the scrub used in their treatment. However, the post-scrub experience of laying in the steam chamber can't be replicated at home. That's the reason why they come back to the spa.



Guinot Easy Body Scrub
800.523.1030,
guinotusa.com

CA BOTANA Aromatic Sea Salt Scrub
800.872.2332,
ca-botana.com



Apothederm Body Prep Scrub
877.496.0038, apothederm.com



Repêchage Cooling Body Exfoliator
800.248.7546, repêchage.com

Dermalogica Exfoliating Body Scrub
800.831.5150,
dermalogica.com



Éminence Blueberry Soy Sugar Scrub
888.747.6342, eminenceorganics.com

GiGi Slow Grow Body Scrub
800.635.8966, aiibeauty.com

