

Stretchmark and Scar Treatments

Spa pros shed light on how they help clients assuage damaged tissue. *By Rachel Kossman*

How do you keep clients' expectations about scar and stretchmark services in line with reality?

Monica Coutinho, spa manager at Spa del Rey, The Ritz-Carlton, Marina del Rey, California:

I always tell my clients that continuous treatment is crucial. It's vital they know that daily usage of a firming cream and monthly treatments are the key to securing long-lasting results.

Yarlin Faurer, face and body manager and massage therapist, aLaya Spa at the Bonaventure Resort, Weston, Florida:

To meet guests' expectations, we recommend that they commit to healthy lifestyle habits, such as a balanced diet, regular water intake and exercise, to complement their services. In addition, I encourage all my clients to buy products for post-procedure use, so that the results of their in-spa treatments are enhanced at home.

Alexander von Illyes, J.D., president & CFO, European Skincare & Med Spa, Fort Worth, Texas:

We always explain to our clients that stretch marks and scars are difficult to treat and that there's no instant miracle cure. We never promise more than a 50% improvement, at best, and that ensures that most guests are happy with their results.

Jami Fretts, owner and licensed esthetician, Forever Young Anti-aging Treatments and Spa, Stanton, Pennsylvania:

I make it clear to my clients that some invasive treatments performed by a doctor, like laser, include downtime and risks. The great thing about treating acne scars with META Therapy is that these risks are minimal, but nonetheless I explain to guests that they need to give the skin time to correct itself from the inside out.

What scar and stretchmark treatments does your spa offer, and how do they work?

Illyes: We've seen good results with microneedling, a treatment that uses tiny needles to penetrate the



Prossage Soft Tissue Therapy Massage Salve
800.253.6466, bonvital.com



Sothys USA Toning Cream
800.325.0503, sothys-usa.com



Apothederm Stretch Mark Cream
877.496.0038, apothederm.com



Pure Fiji Dilo Rescue Body Gel
800.477.4283, purefiji.com



Murad Youth Builder Collagen Support Body Cream
888.996.8723, murad.com



Repêchage BIOLIGHT Brightening Skin Correct Serum
800.248.7546, repechage.com



Dermature META-Ject FX50
855.309.0313, dermatude.com

dermis and epidermis. To treat skin with pigment variations, our team also uses Pixel Fractional Skin Resurfacing in combination with IPL Photo-Rejuvenation. Our registered nurses have had success using dermal fillers to fill smaller facial scars too.

Fretts: For scars, we utilize Dermatude's META Therapy, which works by creating micro-perforations in the skin to stimulate new cell growth. It enables me to resurface acne scars safely and more seamlessly correct clients' skin concerns, without the risk of irreparable damage. In addition to overall correction of scarring, results include a plumping effect, and improved hydration, texture and skin laxity.

How do you promote and market these types of treatments?

Faurer: We promote seasonal services in a variety of ways. This summer, we're launching a Lipo Fitness Mass-Wrap, a mint body wrap and massage. We're starting to promote it on our Facebook page, to our hotel's wedding groups, and via email blasts and member newsletters.

Illyes: We primarily advertise services to our existing clientele through direct marketing, such as flyers and email promotions, and on our website. Beyond marketing, we have adjusted our service menus as the demand for more results-oriented treatments have grown. For example, skin resurfacing trends have shifted away from chemical peels to gentler, but still highly effective, options. And as

trends and tastes change, so do our offerings.

Fretts: We market and promote Dermatude treatments on social media, through local advertising venues and at trade shows. We also make full use of Dermatude's sales and marketing support. But as many spa owners know, the biggest number of referrals originate through word of mouth—we have so many satisfied Dermatude clients who just can't help but spread the word for us!

What type of home care do you recommend?

Coutinho: I recommend HydroPeptide's Firming Moisturizer. It's an anti-aging firming body cream that targets scars, discoloration and stretch marks all over the body. Clients report that it leaves their skin hydrated, firmed and rejuvenated.

Fretts: I typically suggest that clients use the Dermatude home-care line, which includes the Oxygen Boost Cleanser and Toning Lotion. Both products contain Revitalin, a glycol-protein that enhances the absorption of oxygen and balances PH levels. We also suggest the brand's Soft Radiance Enzymatic Peeling, which contains *bacillus subtilis*, an enzymatic exfoliant that's a mild but effective alternative to fruit-derived AHAs.

Faurer: We recommend daily use of G.M. Collin's Lipo-Fitness Serum, which includes glaucine, a caffeine complex that activates glyceroporine and glucoporine channels to help activate cell exchanges and rebalance lipid metabolism.

Basq Advanced Stretch Mark Butter
 800.558.5571, universalcompanies.com



ilike Organic Skin Care
 Yogurt Power Peel
 888.290.6238, szejepet.com



Doctor D. Schwab
 Papaya Controlling Lotion
 800.872.2332, ca-botana.com



G.M. Collin
 Body Lipo-Fitness Serum
 800.341.1531, gmcollin.com



Guinot
 Stretch Mark Cream
 800.523.1030, guinotusa.com



HydroPeptide
 Firming Moisturizer
 800.932.9873, hydropeptide.com