



Pedicure Perfection

Turn your nail offerings up a notch with these stellar summer services.

By Rachel Kossman

With flip-flop season in full swing, your clients need their feet and toenails to be in impeccable shape. But it's not just a pristine polish job they're seeking—effective scrubs and masks, plus special touches, will ensure their feet are summer-ready. So, what's the best way to provide some luxurious (yet effective!) tootsie pampering and pull in extra revenue? Phenomenal pedicure protocols, of course!

We've rounded up some of the country's best rubdown secrets, footbath recipes and unexpected details that will have clients "oohing" and "aahing" the second they sink into your pedicure chairs. Even your maintenance-only regulars will be dying to try these foot-centric escapes.

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PRISCILLA ONO SALON

Diamond Pedicure

(55 min./\$60)

Priscilla Ono Salon in Montebello, California

Unique Touches: When Priscilla Ono opened her salon at the start of 2016, she was determined to give her mall locale a luxurious, modern look. "Our pedicure chairs are extremely eye-catching," explains Ono. The Gena PediSpa Detox Kit is another standout service at the salon. "It smells super-fresh, almost like spring water, and also includes *the* best massage cream I've ever used. It has an endless slip, even if I just use a tiny dollop," she says.

Magic Marketing: Ono has devised Basic, Silver and Gold pedicures, but the Diamond protocol is a top offering. "Our nail techs gently recommend that clients opt for a more extensive service for softer, smoother feet," she shares. "Once they're in the chair, feeling relaxed, they almost always go for the upsell."

Pulling in Profits: "Timing is everything," says the business owner, who advises spa and salon owners to find a balance between making clients feel relaxed and ensuring that chairs aren't filled for extensive periods of time. Her go-to formula is \$1 per minute. "That's the best way to guarantee a profit," Ono notes.

Transforming Spa Pedicure

(60 min./\$60)

Kristina's in Wheat Ridge, Colorado

Unique Touches: "I love pampering my clients," says Kristina Saindon, salon owner and CND education ambassador. Saindon keeps the music and lights in her salon turned low, and ensures that every guest receives a drink and neck wrap before their foot soak begins. "It's important to make the service all about them," she explains.

Magic Marketing: To encourage multiple bookings, Saindon offers a 20% discount if clients schedule more than one service in advance. As for getting them to commit in the first place, she explains the significance of emphasizing "me" time. "Positioning the service as an opportunity for clients to let go of daily stressors and enjoy a relaxing hour to themselves is so important," she says.

Pulling in Profits: To safeguard against products going to waste, the salon owner recommends utilizing product trays. "They're a beautiful detail, and can be personalized for each individual," Saindon says. Just as important? "Being present for your guest creates a long-lasting relationship, and a client for life!"

Take Your Time Pedicure

(60 min./\$55)

B'LIVINN in Miami

Unique Touches: Billing her facility as an "urban spa and shop," owner Lisa Warhol is focused on whole-body wellness and eco-friendly services. Pedicure clients pick components for their customized footbaths from B'LIVINN's Salts Bar—scents such as green tea and luscious lavender milk bath, plus several fresh flowers—which can be added to the spa's Victoria's Essentials soaking tubs. Each pedicure also includes a complimentary hot beverage and healthy snack.

Magic Marketing: To help match clients with the right pedicure protocol, nail techs ask them how much time they can spare. The three options—Take a Minute, Take a Moment and Take Your Time—are devised with a range of clientele and their timeframes in mind.

Pulling in Profits: "We believe health and beauty should coexist, so we offer 100 expertly curated vibrant nail color choices," explains Warhol, referring to her brand's 5-free private label polish, which is packaged in completely recyclable bottles. Options range from glitter and metallic to matte, and sales regularly help boost profits.

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PRIMP & POLISH

Milk & Honey Pedicure

(55 min./\$60)

Primp & Polish, five locations in Brooklyn, New York

Unique Touches: An extended massage using Cuccio Naturalé Butter is a major selling point of this treatment, as is the brand's Deep Dermal Transforming Mask, which therapists use to coat clients' calves and shins before encasing them in plastic wrap. But ultimately, it's the scent that seals the deal. "You can practically smell the milk protein and honey extract from a mile away!" says the salon's PR director Jessica Torres-Mathieu.

Magic Marketing: The potent, yet never offensive, fragrance floats through the entire salon, helping the staff sell the protocol without a word. "Clients often ask, 'What service is that?' as they smell the milk bath being prepared," she says. "Sometimes they'll upgrade on the spot!"

Pulling in Profits: "Once a therapist talks through each step of the protocol in detail and explains why it's necessary, guests invariably exclaim, 'Oh, that's exactly what I need!'" says Torres-Mathieu. The spa also offers Early Bird Specials, Monday through Friday before 4 p.m., which helps fill the books on slower days.

Cranberry or Mango Enzyme Pedicure (60 min./\$70)

Oasis Day Spa in Williston, Vermont

Unique Touches: This service's standout is the 10-minute Keyano Aromatics' Enzyme Mask, which helps loosen dead skin on winter-plagued feet. "It's an extremely pampering service because we perform a lengthy, relaxing arm and hand massage as the mask sits," explains spa director Stephanie Paquette.

Magic Marketing: In the early summer months, the spa invests in radio ads, and promotes Facebook specials on slower days. However, as soon as guests are inside the spa, this is an easy service to sell, reports Paquette. "After people experience our pedicures they realize they're therapeutic, not just fluff," she explains. "In this area, people go barefoot all the time in summer, and their heels are a lot rougher as a result, so it doesn't take a lot of convincing to get them to upgrade."

Pulling in Profits: "We pre-measure all of our product before it goes into the pedicure room," says the spa director. "Measurements are written in a binder, so I'm assured no one is using four tablespoons instead of one!"

Sea Spa Pedicure

(50 min./\$50)

Philip Douglas & Co. in Naples, Florida

Unique Touches: Once guests' feet begin to soak, their shoulders are cradled with a heated neck pillow. "As soon as they feel that warmth, they immediately start to unwind," notes Doug Olsen, marketing director and licensed esthetician. Clients also love the spa's Repêchage Seaweed Foot Bath, which therapists infuse with peppermint and lavender essential oils.

Magic Marketing: "We avoid discounting services, but we often run promotions that include product packages," says Olsen. "That way there's a purchase incentive, and we're introducing our clients to the skin care that we retail."

Pulling in Profits: With eight pedicure chairs, the spa frequently books bridal parties for pre-ceremony hair and nail services. "Everyone's a little frazzled, so this gives the group a great opportunity to unwind," explains Olsen. During the winter months, packaging the pedicure with a spa manicure (105 min./\$80) guarantees a sizeable profit.

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ONE SPA AT SHUTTERS ON THE BEACH

Aroma Pedicure

(75 min./\$95)

ONE Spa at Shutters on the Beach in Santa Monica, California

Unique Touches: Kerstin Florian Turkish salts, eucalyptus essential oil, a spirulina masque and a foot balm infused with menthol, rosemary and pine help stimulate circulation and revitalize clients' feet. "We entice guests with long massages and a hydrating foot mask that melts stresses away," says Rachel Stacy, director of spa operations. **Magic Marketing:** "Pedicures serve as a great opportunity to inform guests about the healing benefits of providing care to one of the most important—and often neglected—parts of the body," points out Stacy. The operations director encourages her front desk attendants to consistently suggest the service: "When guests book any treatment with us, we ask if they would like to conclude their day with an Aroma Pedicure."

Pulling in Profits: A staff who maintains regular clients is crucial to building a permanently full schedule. "Gigi, our manicurist, has the best touch and creates clients for life," says Stacy, who explains that "both Santa Monica residents and hotel guests return just to see Gigi and experience her pedicures."

Customizable Spa Pedicure

(60 min./\$60)

Zanya Spa Salon in Lambertville, New Jersey

Unique Touches: At this Moroccan-themed spa, clients select one of seven fully customizable Kneipp pedicures, from a Muscle Soothing Pedicure with a Juniper Herbal Remedy to an Awakening Vitality Pedicure with a Rosemary Herbal Remedy. While their feet soak in their footbath of choice, guests enjoy a steaming cup of tea.

Magic Marketing: Zanya's staff has devised a Nail Membership—for \$79 per month, members receive a spa pedicure and regular manicure, plus 10% off additional spa services and retail purchases. According to spa manager Amanda Thatcher, guests are willing to spend more because of the "overarching client experience we provide. We've designed pedicures that meet every sensory need, address a variety of wellness concerns and deliver amazing customer service," she expounds.

Pulling in Profits: A precise formula helps Thatcher determine service cost, which then makes pricing easy. "We take into account the cost of product for each service, the nail technician's salary and the amount of time each protocol takes," she says.

Goodness Greens Crystal Pedicure

(50 min./\$65)

Crystal Mountain Spa in Thompsonville, Michigan

Unique Touches: Spa director Stephanie Scott recently partnered with a local polish company that names its lacquers after iconic Michigan landmarks. "They even have a Crystal Mountain polish, which guests love!" she enthuses. Scott also reports that clients appreciate the warm eye mask provided at the start of the service—"it's so soothing, they can completely zone out."

Magic Marketing: For Scott's staff, the preference is to book more 50-minute (rather than 80-minute) offerings, and focus on retail sales and protocol enhancements. She estimates that between 30% and 40% of spa guests upgrade their services to add an Ecofin treatment or hot stone massage.

Pulling in Profits: While a pedicure client is relaxing with their foot soak, their therapist pulls out a wicker basket and fills it with recommended products. "Clients get so excited to receive personalized suggestions," says Scott. "The FarmHouse Fresh offerings correlate perfectly with our protocol, so they're an easy upsell because the guest has already experienced—and fallen in love with—the products."

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CHUAN SPA

Yuzu Rose Pedicure

(50 min./\$69)

Chuan Spa at the Langham Huntington in Pasadena, California

Unique Touches: When guests sit down, they're immediately offered an herb-infused neck pillow and seasonal tea, sourced directly from Hong Kong. Nichole Hester, director of spa and business development, notes that SpaRitual's Yuzu Rose Bath Salts are a unique and effective seasonal offering because they're a mineral-rich blend of locally harvested California sea salts, Dead Sea salts and Epsom salts.

Magic Marketing: Hester suggests emphasizing the importance of summer foot maintenance, as extended periods spent in flip-flops and sandals can cause wear and tear. "Explain to clients that a more thorough pedicure, with higher quality products, will help keep their feet softer—and pain free—during warmer, drier months," she notes.

Pulling in Profits: "For us, it's about proper strategizing and training," says Hester. "We really like to get our full team on board—involving the entire staff during the planning process helps to ensure that we have productive training and successful results!"

Mandarin Mango Polished Pedicure (45 min./\$37)

Polished RX Skin Couture in Long Beach, California

Unique Touches: Subtle niceties—such as filling each pedi basin with slices of lemon and lime, and mixing massage oil and cream to increase hydration and glide—leave clients feeling pampered.

Magic Marketing: Owner Muninda Yiv gives a simple explanation to potential clients: "This pedicure is like a facial for your feet!" she laughs. The salon proprietor places "Ask Me About Our Organic Pedicure" tri-folds on each manicure station, but reports that because of BCL SPA's incredible fragrances, this pedicure practically sells itself. "My other clients notice that someone is here for longer, and often ask why," she says. "When they see and smell the products, they'll decide to splurge next time!"

Pulling in Profits: Although Yiv's salon is located among dozens of hair and nail salons on what she calls "Beauty Row," her modern space stands out thanks to techs who are renowned for their attention to detail. "We have a reputation for great customer service, and I've been lucky to build a great business based on word-of-mouth references," she says.

Diamond Diva Pedicure

(50 min./\$55)

StiletToes Nail Lounge in Lee's Summit, Missouri

Unique Touches: The spa uses Pure Organics' Diamond Crystal soak, which congeals into a thicker, moisturizing paste when mixed with water, and contains witch hazel to help cleanse feet and reduce inflammation. "Clients look forward to this soak because it's so unique—it's not an experience most people have had before," explains owner Bobbi Norton.

Magic Marketing: Norton encourages her guests to book regular monthly appointments for optimum foot health. "When our feet hurt, we don't function as well!" the proprietor often tells them. "We have a golden rule here: 'Treat yourself, don't cheat yourself.'"

Pulling in Profits: StiletToes maintains a steady stream of regular clientele by paying attention to detail and customizing protocols, but using high quality products that yield tangible results is key, Norton notes. "When clients know that a service works, they're never hesitant to rebook," she says. ■

Rachel Kossman is DAYSPA's senior editor.