



Picture Perfect

As a spa manager turned spa photographer, Jessica Timberlake is on a mission to banish what she calls “inaccurate, cheesy stock photography” from the spa industry. “We’ve all seen the woman with the rocks in a perfect line down her back, or the client with a flower tucked behind her ear while an ‘esthetician’ wearing acrylic nails gives her a facial,” she laughs. “We have smarter consumers now, who see right through those fake photos.”

Timberlake began her career in the spa industry a decade ago, and while she worked her way up to spa director, taking photos remained just a hobby. However, “During all the photo shoots I set up, I was never truly satisfied with the way they went,” she says. “I wasn’t able to find a photographer who understood what we do and how to capture it on camera.” Her solution? Start a spa photography business herself. She launched Found Details in July 2014 and it’s already blossoming.

“I realized that I could be that person who understands and captures what spa managers are looking for in a photo. Because I have an insider’s eye, spas can trust that I’m going to convey the message they want to send—whether it’s a product, action or interior shot.”

For more examples of Timberlake’s work, go to founddetails.com.

★ Retail Superstar



JOLINE HARRINGTON

The star: Jane Iredale—The Skin Care Makeup PurePressed Base Mineral Foundation

The spa: Wine & Roses Spa in Lodi, California

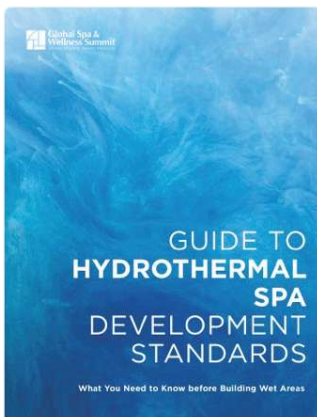
Why it flies off the shelves: “The No. 1 thing my clients tell makeup artists at my spa is that Jane Iredale products bring them results,” explains Joline Harrington, director of spa. “Both my staff and clients love that the PurePressed foundation

is an all-in-one product—concealer, foundation, powder and sunscreen—and that it’s recommended by the Skin Cancer Foundation. Personally, I love that it doesn’t block the pores. It goes on flawlessly, and gives clients anything from minimal to full coverage, depending on how it’s applied.”

How it’s promoted: “All of my staff—even my concierges and massage therapists—are trained in foundation color matching,” adds Harrington. “Following facials, estheticians provide a pressed powder finish for sun protection; after manicures and pedicures, women are given a lip gloss application to match their polish; and customers in our salon also have the lip gloss applied before they leave. Most importantly, we’re a wedding venue, so providing bridal party makeup is a major part of our business. Our spa menu also offers a color-match session, where we give clients a professional makeup application and lesson, and they get a \$40 credit toward any Jane Iredale product.”



HYDROTHERMAL HANDBOOK



Hydrothermal services—ideal for helping your clients cleanse, unwind and possibly even boost their immune systems—can be an invaluable part of your business. However, whether a spa has a sauna, steam room, whirlpool or hydrotherapy pool, regulating and managing these types of wet areas is no easy feat for owners.

With that in mind, the Global Spa & Wellness Summit (GSWS) has published the *Guide to Hydrothermal Spa Development Standards*, the organization’s first book of this type for the spa and wellness industries.

Written for architects and builders—along with spa owners and operators—the resource was developed with the intention of assisting business

owners who are considering building a public or private hydrothermal area. The guide educates readers on global terminology and includes tips, suggestions and considerations for the planning phase, as well as recommended materials.

“Wet areas in spas are among the most expensive and intricate to develop, and their installation often results in mistakes that cost businesses both time and money to correct,” says Susie Ellis, GSWS chairman and CEO. “Our standards manual has been conceived as the first point of reference for anyone looking to build these areas.”

To purchase the guide, or for more information, visit gsws.org.

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Taking a Stand

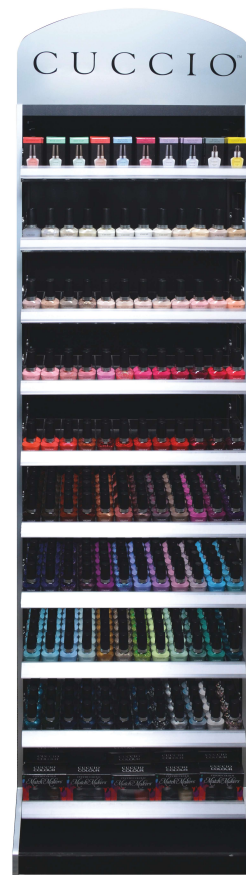
Cuccio Colour is giving its polish collection a branding boost with a new freestanding floor display. The 10-shelf rack can hold a dozen colors per shelf, eight bottles deep, enabling spa and salon owners to showcase up to 120 of the brand's vibrant and classic shades.

"This is a great option for salons to present our bottles and sets in a way that allows the customer to see everything we have to offer in one place," explains Arica Carpenter, brand manager. "It puts Cuccio Colour front and center and invites the customer to take a closer look."

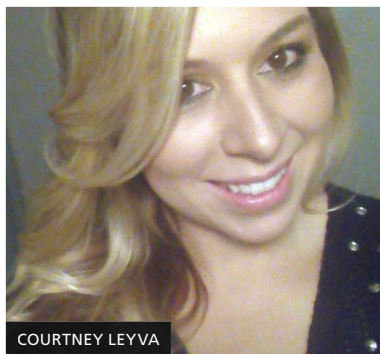
The stands—which are available both empty and filled with Cuccio polishes—are being utilized in floor spaces worldwide. Made of PVC with a silver veneer overlay, the display measures five feet tall and just over a foot and a half wide.

"Thanks to our customers, there was a growing demand for the display," explains Carpenter. "As the line and business have expanded, so has the need for this larger unit."

For more information, visit cuccio.com.



PRO TOOLS



COURTNEY LEYVA

The pro:

Courtney Leyva, spa manager,
Nature's Spa by Jurlique at Hotel
Palomar, San Diego

important it is to keep your lines of communication open," says Leyva. "It's the best way to make everyone happy and to ensure your entire staff knows what's happening, and when. I strive to ensure that all my employees are always on the same page."

Her tools:

1. Timeline tasks. "I use Excel to lay out tasks for myself and my staff. I create a timeline for all of us—I'm a bit crazy about it, but ultimately my organization helps us all stay sane!" laughs Leyva. "If I have a date in mind for marketing strategies, or plans for upcoming holidays, I can put them in my spreadsheet to make sure I'm coming together with all of my materials and my lead staff."

2. Consistent correspondence.

"I can't emphasize enough how

3. Market mindset. "I came to this hotel spa in San Diego from a resort spa in Scottsdale, and the clientele are so different," explains Leyva. "I was used to customers who wanted to relax and lay by the pool all day. In San Diego, our hotel guests want to be out and about, sightseeing, and the spa can be an afterthought to them. Adjusting my mentality—not to mention my spa menu—with that understanding in mind has been key."