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BUILDING BLOCKS



Eye-catching Carousel

If you're seeking to boost your retail numbers, consider dressing your counters with Cuccio Naturalé's Butter Babies, which are now available in a decorative display that holds 36 1.5-ounce tubs of the best-selling body butter. Recently re-launched with columns for two new scents—White Limetta & Aloe Vera and Coconut & White Ginger—the carousel represents "no-brainer retail," says Cuccio president Patricia Freund.

"I've worked in salons and spas as a consultant, and I always found retailing a challenge," recalls Freund. The company suggests using decorative glassware (martini glasses work well) and wooden sticks to display several scents for guests to sample.

"This creates a beautiful presentation that invites clients to try the product, and within a few minutes they're purchasing a handful of tubs to tote in their purse or gift to their friends," says Freund.

The new display includes dedicated columns for the above two latest scents, plus Milk & Honey, Pomegranate & Fig, Vanilla Bean & Sugar and Lemongrass & Lavender. For more information, or to order a carousel, visit cuccio.com.

★ Retail Rockstar



The stars: GlyMed Plus OXYGEN Deep Pore Cleanser and Treatment Cream

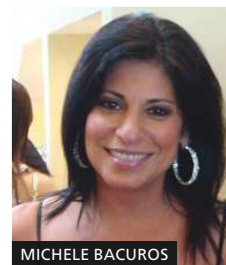
The spa: Mario Tricoci Hair Salon and Day Spa, Palatine, Illinois

Why they fly off the shelves:

"GlyMed's OXYGEN line is packed with active ingredients such as nasturtium and the patented cell-cleanser candida saitoana

extract, which improve skin surface, detoxify cells and reduce capillary damage," explains Michele Bacuros, esthetics educator. "The oxygenating process is similar to a percolation of the skin, and clients really feel the exfoliants working into their pores. They can immediately see a difference in skin's texture and brightness and they leave knowing their complexion is hydrated and glowing."

How they're promoted: "Our spa menu features two oxygenating facials, both of which use the OXYGEN cleanser and cream," says Cheryl Santucci, director of esthetics, beauty and retail. "Clients who book makeup applications are treated to a mini facial using OXYGEN products. This type of cross-promotion is a great way to expose more clients to the GlyMed Plus line!"



MICHELE BACUROS

Accessible Aromas

Frustrated at frequently fumbling for a half-dozen different bottles of essential oil while massaging clients, dōTERRA wellness advocate Trista Boyenga began seeking a solution. Sonia Kanner, founder of HipS-sister, a line of wearable, workout-friendly storage pouches, had previously sent Boyenga samples, and although none were quite right for the trainer's needs, she got in touch with Kanner.

The two quickly formed a partnership and created the dōTERRA AromaSister belt, designed for use in conjunction with dōTERRA's AromaTouch Technique, which utilizes eight essential oils during a single massage treatment. Available in varying waist sizes, the pouch can accommodate any standard 5, 10 or 15 ml bottles, which fit snugly into elasticized bands. The waist belts are



made of a moisture-wicking, micropoly and spandex blend, come in black and lavender, and feature front and back zippered pockets so therapists can store small personal items such as keys, cards or a smartphone.

Easy access to oils is more conducive to helping a client relax during their massage, notes Boyenga. "Plus, most belts don't fit snugly around the therapist's waist, and when they're bending over a client, it's easy for the small glass bottles to slip out. How much does that cost a business if these bottles are constantly falling and breaking?" she asks.

To order the AromaSister belt, visit hipssister.com.

PRO TOOLS



The pro:

Yoshimi Anderson, spa director, Na Ho'ola Spa at Hyatt Regency Waikiki Beach Resort and Spa, Oahu, Hawaii

Her tools:

1. Concoct customized creations.

"Formulating unique custom products and treatments is a wonderful way to set your spa apart and expand your brand. Just make sure you select a reliable partner!" encourages Anderson. "We went through a long period of testing and adjusting our ingredients, but ultimately we're thrilled with our private-label products because they help us create individual, customized treatments and add-ons."

2. Find local inspiration.

"I love Hawaii's unique custom of lei giving, and how enveloping the fragrance of the flowers can be," says the spa director. "We created the 'Hawaiian Heavenly Hibiscus Indulgence' and wove the iconic flowers into every step of the protocol, allowing our guests to experience a Hawaiian vacation from head to toe."

3. Offer up options.

"Today's spa guests appreciate being able to personalize their treatments and create their own spa experience," Anderson emphasizes. "Our 'Taste of Na Ho'ola' enables guests to sample a 25-minute treatment—such as a Mini Facial, Hawaiian Salt Scrub or Scalp Relaxation Massage—or they can mix and match two, three or more of these abbreviated offerings for a completely customized experience."



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