



## ★ Retail Rockstar

**The star:** Éminence Strawberry Rhubarb Dermafoliant

**The spa:** The Ritz-Carlton Spa, Orlando, Grande Lakes, Orlando, Florida

**Why it flies off the shelves:** "This daily-use, rice-based exfoliant is great for all skin types because it's so mild and gentle," says Tina Crawford, executive spa director. "Guests love having a cleanser and an exfoliant wrapped into one product, and can feel how the lactic acid sloughs away dead cells and leaves skin ready to absorb serums and lotions. We've found that this type of all-natural dermafoliant is really appealing to clients, which makes retailing the product a cinch for us!"

**How it's promoted:** "In the initial, cleansing step of all our signature and organic facials, we use the dermafoliant with our Clarisonic brushes for extra efficiency," adds Crawford. "Éminence is featured in facials across the Ritz-Carlton portfolio and our clients love it. They associate the company's logo with good-quality, pure ingredients. And as spa staff, we appreciate the brand because of its knowledgeable, hands-on team. Their passion for Éminence's products makes our jobs, as estheticians and salespeople, really easy."



TINA CRAWFORD

## Go for the Gloves

Gel manicures are an ideal boost to your business—their higher price point is beneficial for your bottom line, and required follow-up maintenance often guarantees repeat customers. However, despite the release of a 2013 study from the Professional Beauty Association's Nail Manufacturers Council on Safety stating that ultraviolet lamps *don't* significantly increase the risk of developing skin cancer, many women are still hesitant to slide their hands into UV machines.

To help spa owners avoid having to present clients with a scientific study every time they want to land the upsell, innovator Elsa Benedict and her three colleagues have created gluvleez, fingerless gloves designed specifically for use during gel manicures. Both versions—a bright pink reusable (and washable!) glove or a disposable option—made of UPF50+ materials that block 98% of UV rays.

"If I were a spa owner, I'd say to myself, 'I want to preserve my investment in a gel polish line and lamps, yet take care of my clients and their concerns in the process,'" says Benedict. "Gluvleez take the guesswork out of the problem."

Although the hand protectors were first envisioned only last year, Benedict is already looking into developing a private-label program in partnership with wholesale spa clients. She hopes that the gloves can become a conversation starter in spas, while promoting individual businesses, and perhaps boosting retail revenue.

For more information, visit [gluvleez.com](http://gluvleez.com).



## SILICONE SUPERHERO

Facial cleansing brushes are an efficient way to deep-clean and exfoliate skin, plus they have the added effect of opening up the pores to aid product penetration. With these benefits in mind, Swedish company Foreo has developed LUNA, a line of facial cleansing devices designed without a conventional brush head.

Made of waterproof, medical-grade, non-porous silicone, the LUNA employs a trademarked T-Sonic pulsation to cleanse the skin. "Think of the pulsations like jumping on a trampoline and causing debris to rise into the air," explains Pavllo Zengo, marketing, PR and sales manager at Foreo. "T-Sonic pulsations act the same way, forcing oil and dirt out of pores."

One side of the device features a brush-like section of silicone protrusions, designed for cleansing and exfoliation, and two touch points that switch between eight speeds. The other side, which contains a set of crescent-shaped ridges, pulsates at a lower frequency to massage serums into the pores.

"The standout for me is that silicone doesn't accumulate bacteria, making it exponentially more hygienic than a nylon brush," says Zengo. "The material is so sanitary that it can be washed with soap and warm water, and used repeatedly on multiple clients."

The LUNA family includes a standard size, mini, men's line and the Pro (pictured), designed specifically for back bar use. "The entire line can be used in the treatment room, then retailed immediately following a facial," says Zengo. "It's effective for clients—and boosts your retail numbers too."

To inquire about the LUNA collection, go to [foreo.com](http://foreo.com).



## APPTLY APPRECIATED

A recent report from eMarketer entitled “Smartphone Users Worldwide” predicts that more than 2.8 billion people across the globe—an estimated 59% of mobile phone users—are expected to access the Internet using their phones by 2018.

With the aim of targeting that massive customer base, MINDBODY has recently added a personalized smartphone application service to its repertoire. The MINDBODY Connect app, available only for the company’s customers, allows spa owners to develop an iPhone or Android app, which is customizable to reflect the look and feel of their businesses. The app is controllable from another smartphone or a desktop computer, and enables business owners to engage with their clients in a more direct and personalized way.

In addition to allowing clients to book and pay for their services, the app gives business owners the option to send last-minute discounts during slow periods, or deliver a “we miss you” notification or text message if a client hasn’t booked a session for a pre-determined period of time. Plus, when the client returns, the app can trigger automatic sign-in within several hundred yards of the premises.

“Our mobile apps are designed to help wellness businesses attract new customers, retain those customers and keep them engaged,” says Rick Stollmeyer, CEO and co-founder of MINDBODY.

To learn more, see [mindbodyonline.com](http://mindbodyonline.com).



## PRO TOOLS



### Her tools:

**1. Rely on regularity.** “In a market like Las Vegas that has so many spas, our success is dependent upon service consistency,” says Breitenstein. “We strive to make sure our guests are in a blissful state, both in and out of the treatment room, every time they visit us. Earning their trust and respect is the first step, and then we maintain their loyalty with the reliability of our menu and experiences. This is what has enabled us to create lasting relationships with both our local and tourist clientele.”

**2. Develop superstar staff.** “The Spa at ARIA has beautiful facilities, but what really separates us from our competition is our staff,” she explains. “We believe in spending

time developing each one of our team members into the best massage therapist, esthetician or hairstylist he or she can be. We continually offer on-site training on new techniques, products or services, and encourage our team to grow, personally and professionally, at every opportunity.”

**3. Embrace change.** “As spa management, we are at the helm of an ever-evolving industry and I believe it’s important to not just accept change, but to embrace it,” says the assistant manager. “I seek out what’s new and listen to our clients’ interests, and those of our therapists as well. This type of collaboration helps us ensure that our customers receive the most up-to-date and enjoyable experiences every time.”

## HR Help

Even the savviest business owners tend to agree: human resources paperwork can be headache-inducing. Enter theHRsalon, a service billed as a “one-stop shop” for spa and salon owners looking to outsource their HR needs.

Southern California-based creator Amy Washle was working as an account manager at DDI, a full-service HR company for delivery drivers on independent contracts, when it occurred to her that the spa and salon industry could use a similar service. A year later, in 2014, Washle founded theHRsalon. Her logic was straightforward: “As many stylists, masseuses, nail technicians and estheticians decide to take that exciting next step as business owners, they often lack the experience that’s needed to run a successful small enterprise,” says Washle.

Services from theHRsalon focus on four main categories: accounting, administration, insurance and legal compliance. These last two elements are particularly vital, especially when owners need to manage claims, which can vary from workers’ compensation to wrongful termination and unemployment. Washle’s staff is also prepared to provide support with any of the complex aspects of owning a company that may lead to fines or legal trouble, “so they can continue building the parts of their business that they love,” Washle explains.

For further details, visit [thehrsalon.com](http://thehrsalon.com).