

Stepping Up



SpaRitual has cultivated a partnership with Step Up, a nonprofit that encourages girls from under-resourced communities to fulfill their potential. A "Pathways to Profession" day in February brought nearly 40 high schoolers to the Orly and SpaRitual campus in Van Nuys, California.

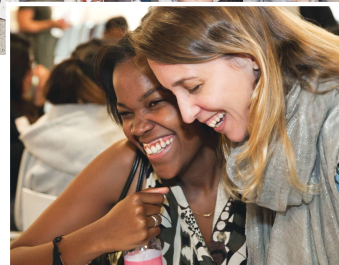
The organization, which aims to empower young girls to become college-bound and career-focused women, worked with SpaRitual to introduce the girls to all aspects of the company, and afford them the opportunity to interact with and ask questions of a wide variety of SpaRitual team members.

"We want to support the incredible and inspiring young women who are part of the Step Up program," explains SpaRitual and SlowBeauty.com founder

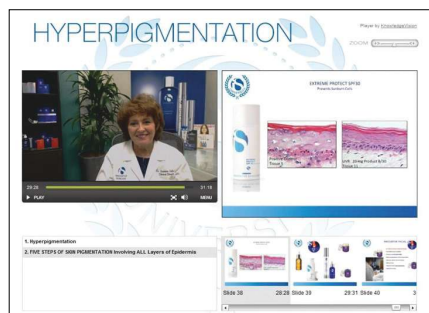
Shel Pink, who was motivated to partner her company with the nonprofit after becoming a sustaining member (an annual financial supporter of the charity). "These young women are the leaders of today and tomorrow. Our Pathways to Profession day was not only impactful for these girls, who learned about careers in the beauty industry, but it was also impactful for the female executives from SpaRitual who spent time with the girls. It was a very meaningful day at the SpaRitual headquarters."

In conjunction with the organization, SpaRitual has also created a limited-edition Step Up polish in a punchy red-orange hue; 20% of the proceeds from the lacquer will benefit Step Up's young women.

For more information about Step Up, visit suwn.org.



ONLINE INNOVATION



Innovative Skincare recently launched iS UNIVERSITY, an exclusive online community and education portal. The portal enables participants to log in according to their own schedules and participate in courses, whose topics range from business

building to the latest skincare-related scientific education.

The "semester"-long program, which begins every two months, involves a series of six to eight, hour-long video courses led by Charlene DeHaven, Innovative Skincare's clinical director, and other influential professionals. Courses from the program's first semester include "Quality Product Design & Ingredients", "Aging Facts and Myths", "Hyperpigmentation", "Running a Successful Practice" and "Marketing Landscape." As the iS UNIVERSITY program is developed, additional, non-cumulative semesters will be added to the web portal.

As each video finishes, short quizzes test participants' knowledge before the next lesson is loaded. To incentivize new students to finish their semester, participants receive two free full-size products if they successfully complete the course.

"iS UNIVERSITY provides our customers (and potential customers) with education not only on our products, but on the science of skin, skin health, aging, ingredient technologies, formulations and the industry as a whole," says Molly Miranda, domestic sales manager for Innovative Skincare. "This comprehensive online education resource has been years in the making, and we're proud that we have thousands of videos being viewed and tested for the program on a weekly basis."

For further details, or to enroll in iS UNIVERSITY, go to isuniversity.org.



Couple in Control

Philippe and Sylvie Hennessy, original owners of Pevonia International, have regained the helm of the skincare brand.

The husband and wife team owned the company from its establishment in 1991 until it was sold to an equity partner in 2008. As of mid-February this year, the couple now has complete executive ownership of the LLC.

When envisioning the brand's product lines nearly 25 years ago, the Hennessys were inspired by traditional and advanced European skincare therapies, which centered on ancient healing waters and repairing ingredients that restore skin health. Celebrating its silver anniversary this October, the company is looking to boost growth in both existing and new markets around the world.

"We launched Pevonia nearly 24 years ago as one of the first spa skincare brands, and we have always been a global-minded and customer-centric company," says Philippe Hennessy, president and CEO of Pevonia International. "Today, our forward-thinking and reinvigorated vision is laser-focused on global expansion, unsurpassed product innovation, results-driven spa menu selections, and an unrivaled loyalty program geared toward the enhanced success of our valued distribution network and spa partners worldwide."





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IN THE NEWS

EDUCATION EMPHASIS



Cuccio has announced a new partnership with Burmax Company, a manufacturer, importer and distributor of professional beauty and spa supplies. The two companies will be working together to develop a new, multifaceted marketing strategy that focuses on product education.

Cuccio founder and CEO Tony Cuccio will be collaborating with Burmax president Steve Scheff to incorporate various levels of Cuccio education and product support at beauty schools nationwide. The new curriculum will include how-to videos that are inclusive of all Cuccio systems, including the brand's Pro, Colour, Veneer and Naturalé lines.

"As part of our global expansion, it's my belief that education is the key to establishing loyalty and relationships early in the journey of nail professionals," explains Cuccio. "There's no one better than Steve and Burmax to help take our brands to the next level."

In conjunction with the company's push for education, Cuccio held a two-day training and education seminar in Tegucigalpa, Honduras. The event was led by educator Marilyn Garcia and featured an appearance by Cuccio himself, who spoke to attendees about boosting revenue through add-ons with existing clients. The gathering, casually referred to as the "Carnaval en Gel", focused heavily on gel polish techniques and usage.

Nearly 150 nail technicians from across Honduras came to learn about the brand's products, including its new T3 LED Gel. Seminars also covered nail structure, application and removal, premade designs and new gel techniques. "I was so impressed with our audience and their ability to understand and execute what I was teaching," said Garcia of attendees.



BOLDIJARRE KORONCZAY

Organic Vision

The International SPA Association (ISPA) will present Boldijarre Koronczay, president of Éminence, with the 2015 ISPA Visionary Award at the 25th annual ISPA Conference & Expo, set to take place October 19-21 in Las Vegas. The Visionary Award is given annually to a spa industry member who has made significant contributions to both the definition and positive movement of health and wellness throughout their career.

Since moving to Vancouver in 1998, Koronczay has developed Éminence from a family-run skincare line using local, organic ingredients to a global company that boasts nearly 200 products and 350 employees worldwide. At industry tradeshows, Koronczay draws huge crowds for his unique and entertaining teaching methods, and has presented more than 2,000 master classes to date.

"This is the moment where I can reflect and honestly say that all of the late nights, sacrifices, uphill battles and thousands of miles spent on the road each year have been truly worth every second," says Koronczay. "Hearing that I have been granted this award, one that has been given to so many remarkable spa industry icons, is incredibly humbling. I am grateful beyond words."