

Academy Aces

Kelly Pang Nail Academy in Ho Chi Minh City, Vietnam, a fully equipped professional nailcare training facility and the exclusive training center for Cuccio Vietnam, has introduced its latest graduating class. The Academy, which serves as the largest in the Southeast Asian country, provides each of its graduates with six months of professional training in all categories, including natural nails, hand and foot care, manicures and pedicures, nail art design, and gels and acrylics using Cuccio Naturalé, Cuccio Professional, Cuccio Veneer and Cuccio Colour product lines.

“The advantage of familiarizing these students with the Cuccio brand is loyalty as they move forward in their careers,” says Tony Cuccio, founder, president and CEO of Cuccio. “With five locations in Ho Chi Minh City, the Kelly Pang Nail Academy produces a monthly average of 120 graduates. Cuccio is honored to be a part their journey and looks forward to being a go-to brand throughout their careers.”



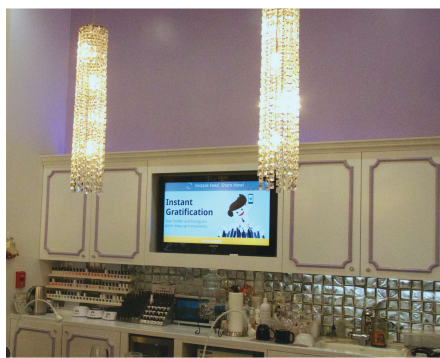
The graduating class of Kelly Pang Nail Academy, Vietnam

Hollywood Hot Spot

Essie has unveiled the brand's first-ever salon—The Painted Nail—located in the W Hotel in bustling Hollywood. The Los Angeles nail parlor hosts a wall that displays all of Essie's nail polish offerings—more than 250 shades.

The new location is the namesake of a Studio City-based salon opened in 2009 by Katie Cazorla, entrepreneur and star of TV's *Nail Files*. Cazorla envisioned an affordable yet upscale salon offering high-quality products and an opportunity for women to build relationships with their nail technicians. She opened the space in August 2014 and partnered with Essie soon thereafter.

The four plush, gray pedicure stations feature built-in massage stations and sleek, white tubs, and a small bar hosts four manicure stations. Lavender and white trim the 650-square-foot-space, adorned with sparking chandeliers and soft, gray touches. “Women deserve a clean, beautiful and welcoming environment—and we wanted to create one that wouldn't break the bank,” says Cazorla.



The salon's star treatment—and Cazorla's personal favorite—is the decadent, yet calorie-free, Ice Cream Sundae pedicure, which treats clients to a chocolate, vanilla or strawberry “ice cream scoop” milk bath soak, sherbet sugar scrub, ice cream sandwich callus treatment (a handheld remover made of glass that clients take home with them), marshmallow detox massage and icing crème massage.

Since its opening, The Painted Nail has been a go-to hot spot for celebrities, including *Twilight* star Ashley Greene.

“The Painted Nail has done an amazing job of creating a luxurious, chic environment and offering excellent services while remaining friendly, fun and inviting,” says Leena Jain, vice president of marketing for Essie.





Growth Across the Pond

Key findings in the inaugural set of data from the United Kingdom Spa Association's (spa-uk.org) new benchmarking system show that the U.K.'s spa industry holds major sales-growth potential.

Product sales currently account for only 9% of revenues in the average U.K. spa—perhaps an ongoing call for more imaginative retail strategies. Findings also indicate that the occupancy of treatment rooms in the region's average spa is only 41%, again leaving room for improvement.

The Association's statistics were produced via monthly tracking and comparison of four key performance indicators: average treatment revenue per hour; retail sales as a percentage of treatment revenue; therapist utilization; and treatment room utilization. Currently, 67 spas across the U.K. participate. The organization hopes to encourage between 300 and 500 spa owners to enter data through the benchmarking tool.

For more information, visit spa-uk.org/data.

Appointment Corner



JUERGEN BOSSE

Dr. Cornelia Wittke, **Tweezerman International** recent president and CEO and **Zwilling Beauty Group** Board of Management member has stepped down from both positions and taken the helm of product development and marketing outfit Beauty Ideas Group. Juergen Bosse, who served as Tweezerman's general manager since 2012, will assume Wittke's former roles. Bosse previously worked in global and domestic marketing for international skincare giant Beiersdorf.



SCOTT COWDREY

A new director of spa business development has joined the executive management team at Szép Élet, exclusive distributor of **Ilike Organic Skin Care**. Scott Cowdrey will bring his experience building a local membership program at the Waldorf Astoria Park City and directing task forces for a range of Hilton Resort Spa and Fitness locations across the country to lead continued growth at the company.



MICHAEL LARRAIN

Michael Larrain has joined the **PCA Skin** team as the brand's CEO. Larrain has worked in the beauty industry for nearly two decades, most recently serving as president of the active cosmetics division at L'Oreal and vice president of sales for SkinCeuticals. Based in Scottsdale, Arizona, PCA Skin has brought on Larrain to help develop and expand national brands.



ABIGAIL ROSE

Phytomer Group USA recently announced the addition of new personnel to its Salt Lake City-based team: Abigail Rose will now serve as regional account manager for the Mountain West region and Misty Rachal will serve as regional account manager for the Southwest. Both Rachal and Rose will be providing customer service

support, knowledge and training to spas who work with the group's four skincare brands.

Stephanie Sims, prior sales and marketing liaison for

Bioelements, will be working within the skincare company as a sales and marketing support manager. As a point of contact for distributor partners, Sims has assumed responsibility to help launch new professional distribution, act as the key point person and creator for immersion training, and support Bioelements professional store network.

Renowned hair stylist and salon owner Sherri Jessee is joining the team at **PRAVANA** as global creative advisor. Jessee will lend her creative eye to the company's educational programs, which will be showcased at America's Beauty Show in Chicago this month and at Premiere Orlando in June. She will be designing styles and working among the training team throughout the remainder of 2015, in addition to becoming a presenter for PRAVANA's 2016 educator training.

Klafs, a German pool, spa and sauna supplier, welcomed construction engineer and façade engineering expert Patrick Pfeifer as the new managing director of its spa division. The international project manager holds a Master's degree in general management and oversaw sales for a construction industry supplier for nine years. The Klafs team also recently welcomed a new managing director for their Middle East and North African regions: Sharon Barcock, previously of Hilton Worldwide.

Ahead of the company's 30th anniversary, **Aromatherapy Associates** has announced the addition of two members to its senior team: Muriel Zingraff-Shariff will serve as CEO and Leslie Davey will join as global marketing director. Both Zingraff-Shariff and Davey will support the global growth of the brand, which was sold in February 2014 to B&B Investment Partners, a new fund with plans to invest in health, wellness, beauty and personal care brands.



MISTY RACHAL



STEPHANIE SIMS



SHERRI JESSEE



PATRICK PFEIFER

Industry Sea Change

In late 2014, New Jersey's state assembly passed legislation prohibiting the manufacture of cosmetics containing plastic microbeads. Lawmakers in New York, California, and Illinois are following suit, citing environmental risks posed by these non-degradable, synthetic sloughing agents: the polyethylene microspheres are increasingly showing up in our country's lakes and rivers, proving too indestructible, apparently, for the water treatment process.

Industry leaders have read the writing on the wall. Nadia Fathallah, skincare manager for American International Industries (AII), reports that her company won't be formulating any scrubs using man-made microbeads in the future. "Concerns have been raised, and our

ultimate goal is to grant consumers assurance that our product is safe for their use, and safe for the environment," she says.

Although PCA Skin's senior director of education, Danae Markland, says current microbead concerns are "purely speculative," she's aware that environmental groups are "taking on this issue, specifically." For those formulators who favor polyethylene's smoothness (compared to, say, salt, sugar and nut particles), Markland recommends rounded pumice beads as an "environmentally sound" alternative. Jessica Heron, national trainer for Sothys USA, reports that her company has found powerful microbead alternatives in naturally derived agents such as corundum, volcanic rock and sea salt.



"For every action, there's a reaction," says Ada Lamela, global corporate educator for Pevonia, "and it's becoming clear that the impact of microbeads on our oceans and marine life is irreparable. It's manufacturers' obligation to prevent environmental hazard and, as spa professionals, a large part of our responsibility to keep up with vital information about our own and our planet's overall wellness."

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