

## ★ Retail Rockstar

**The star:** AminoGenesis Cocoon Total Body Moisturizing Lotion

**The spa:** Beautiful You Skincare Studio, Pueblo, Colorado

**Why it flies off the shelves:**

"What's great about the Cocoon formula is that it can be used on every part of the body—as well as the face," says spa owner and esthetician Desarae Marhofer. "It's an all-purpose healing and nourishing emollient for any skin type, and clients tell me they use it for everything: to calm their eczema, as a daily facial cream, even to heal their cracked heels and feet. As a result, it almost literally flies off our shelves!" laughs Marhofer. "We stock 24 bottles each week and typically sell out. Nearly every new client goes home with one."

**How it's promoted:** "The moisturizer is applied toward the end of every facial," explains Marhofer. "It's so lightweight that it penetrates immediately. Depending on the client's skin type, sometimes we layer the brand's Therapeutic Facial Repair or SPF Moisturizer on afterwards. That's another reason why guests love Cocoon—it can be used on its own, or in combination with other products."



DESARAE MARHOFER

## PRO TOOLS

### The pro:

Surinder Bains, owner, Miraj Hammam Spa, Vancouver, British Columbia

### Her tools:

#### 1. Refine your options.

"I believe that with the busy, over-stimulating nature of our world, having to choose from an excessively extensive spa menu takes clients from an 'escape' mentality to yet another exhausting, decision-making mindset," says Bains. "On Sundays, we host a day just for couples and I offer only one treatment package. Clients can select different lengths, or add a facial, but that's it. They love having so little choice—it's our most popular day!"

**2. Lend an ear.** "The most important thing is listening to your staff and making sure they know their input is of value," emphasizes Bains. "When you do what they ask of you, it builds a sense of loyalty—even if it's something as simple as fulfilling their request for new sheets. Plus,



SURINDER BAINS

when you have longtime therapists, clients come back year after year and recognize that you're running the type of business that employees want to stay with."

#### 3. Cultivate your environment.

"This translates into authenticity at our spa, because it's based around the hammam culture and experience," explains Bains. "Hammams are all about sanctity and cleanliness, but whatever your spa's focus, maintaining pristine facilities is the most important thing you can do for your clients. At the end of the day, all they want is a great experience that allows them to leave the spa worried about nothing, and feeling like they're floating on air."

## Light of Hand

Light therapy (also known as phototherapy) is a proven method in decreasing signs of aging and inflammation, increasing collagen production and promoting cell regeneration. In addition, it can be used to treat a host of skin disorders, including psoriasis, vitiligo and scleroderma. Although the FDA

has only approved light therapy skincare tools to treat a handful of such disorders, estheticians who have used phototherapy on clients report other benefits, such as skin-plumping effects and smoother makeup application.

One light therapy system designed specifically for spa treatment rooms is the Quasar Professional Kit, which includes two MD Plus devices (two red light wands), plus interchangeable lens caps for use on multiple clients. These handheld lights, which use four wavelengths to penetrate the skin at different depths, are also available in retail kits: the Pure Rayz, a take-home version of the red light device for clients concerned about signs of aging, and the Clear Rayz, a double-

sided light designed for those aiming to target inflammatory acne.

This two-pronged approach can reap multiple rewards, according to Frank Kramar, executive vice president of Quasar Bio-Tech Inc. Including phototherapy as a menu add-on not only has the potential to boost your revenue, he suggests, but by creating a bundle around the service—for instance, by offering one facial a month for three months plus a device to take home—you can drive your retail profits too.

"Using light therapy is like going to the gym," explains Kramar. "You buy one session with a trainer to show you how to use the machines. You'll learn something, but in order to really see results, you have to continue to perform those moves at home."

For more information on the devices, visit [babyquasar.com](http://babyquasar.com).

