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## IN THE NEWS



## Cherishing Solo Time

It's common knowledge that women constitute the majority of spa-goers, but you might be surprised to learn that only 18% of females want to share spa time or a treatment with their partner.

That's according to the results of a questionnaire from The Good Spa Guide, a U.K.-based spa-finder website. The survey, completed by 530 respondents, revealed that 41% of men prefer couples' treatments to individual therapies. And although more than 80% of women like to book solo treatments, nearly 60% of males prefer to visit the spa with a loved one.

Age is also a factor in whether spa-goers opt for solitary or group visits. Those over 40 are more likely to bring a friend or go solo for a treatment, while the

under-40 set are more inclined to book a couples' service.

Other takeaways from the survey:

- 93% of spa-goers believe it's the quality of the facilities that make for a "perfect spa day"
- The No. 1 response (89%) to "What ruins a spa day?" was poor customer service; the second answer, at 88%, was a noisy or disruptive environment
- 82% of respondents reported booking spa appointments for "down time and to unwind" while 11% opt for treatments "to look good"
- 92% of spa-goers want water facilities (pools, hydrotherapy areas, showers) at their chosen facility

## Supporting Standards

The Professional Beauty Association (PBA) has joined the Beauty Industry Working Group (BIWG), an organization that works to impact the development of standards and recommendations for the professional beauty industry, specifically standards relating to licensing, education, testing, health and public safety.

The organization recently released "The Value of Cosmetology Licensing to America's Health, Safety and Economy," a report measuring the importance of cosmetology licensing in the professional beauty industry. The report summarizes the economic contributions of the professional beauty industry, which **supports two million direct and indirect jobs, generates more than \$85.8 billion in sales, pays nearly \$31.6 billion in wages and contributes nearly \$3.8 billion in income taxes.**

"PBA is constantly advocating for licensing and the BIWG reinforces these efforts. Cosmetology licensing plays an integral role in the economy and provides the necessary safety and sanitation to all beauty professionals and their clients," says Myra Irizarry Reddy, the PBA's director of government affairs and industry relations. "We hope that this group and the resources associated with it will help legislators and beauty professionals alike see the importance of licensing and unite to fight deregulation," she adds.

Other members of the BIWG include the American Association of Cosmetology Schools (AACCS), the International SalonSpa Business Network (ISBN) and the National-Interstate Council of State Boards of Cosmetology (NIC).

For more information and to read the report, visit [probeauty.org/BIWG](http://probeauty.org/BIWG).

## Cheer for the Children

The Éminence Kids Initiative, launched at the start of last year, is aimed at benefitting sick children and their families. The program's inaugural event took place in Budapest, Hungary, where Boldijarre Koronczay, president of organic skincare brand Éminence received treatment for leukemia as a young child.

In January 2014, the company donated two mobile IV chemotherapy machines to the Semmelweis Medical University's Tüzoltó Street Children's Clinic No. 11 in Budapest. The machines enable children to play and interact with their family and friends while receiving treatment. As part of the program, the children's clinic also began receiving weekly deliveries of locally sourced organic produce. In early 2015, these "Organic Days" were launched in North America, starting with the Ronald McDonald House in Vancouver, British Columbia. At the "home-away-from-home", built for families with children undergoing treatment at local hospitals, 30 Éminence staff prepared and cooked soup made from organic, non-GMO and locally sourced ingredients.

"As someone who experienced a childhood illness, I know first-hand how living an organic lifestyle can contribute positively to a person's health," says Koronczay. "Natural and organic diets and remedies can have an incredible impact on our immune systems. While providing children with nutritious foods through Éminence Kids, we're also teaching them at a young age how to take control of their own health for the rest of their lives."

As part of the Kids Initiative, a portion of proceeds from every Éminence product sold will be donated to help terminally ill children and support their families.



## Dressed-up Diplomas

CIDESCO—the Comité International d'Esthétique et de Cosmétologie—has added several diplomas to its educational offerings. The beauty and spa therapy organization's three new programs are the Spa Therapy Diploma, the Post Graduate Beauty & Spa Management Diploma and the Media Make-up Diploma.

The **Spa Therapy Diploma** affords candidates the opportunity to obtain education in "spa therapy" without the prerequisite of a qualification in Beauty Therapy. "CIDESCO recognized the need for a 'stand-alone' qualification, which is now available to anyone who would like to pursue a career in the spa industry," says CIDESCO's president Anna-Cari Gund.

The **Post Graduate Beauty & Spa Management Diploma** was developed to "give graduates a competitive edge"; the course focuses on the activities required to manage an organization or business, such as human resources planning and customer service. The diploma is available to holders of the CIDESCO Diploma in Beauty Therapy and/or Spa Therapy and was designed to equip students with management skills.

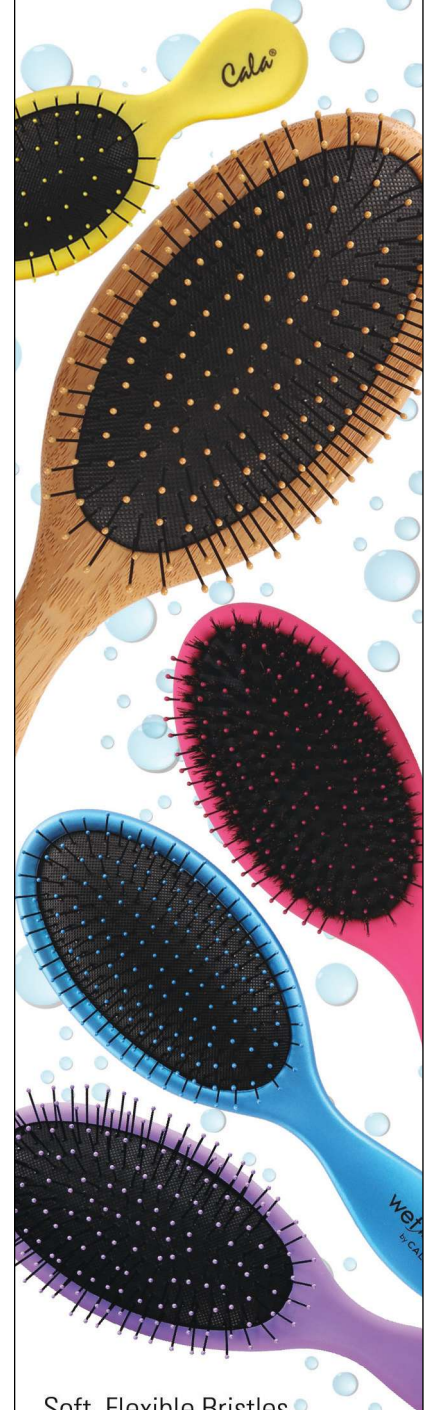
Lastly, the **Media Make-up Diploma** was created for candidates with a passion for creative makeup who are seeking employment in media, theater, TV and fashion.

For more information, go to [cidesco.com](http://cidesco.com).

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## Wurwand Says to Women: "Big Yourself Up!"

On March 2, more than 200 skincare professionals and media members were invited to hear a talk by Jane Wurwand, founder and chief visionary of Dermalogica and the founder of FITE (Financial Independence Through Entrepreneurship), an organization that has helped more than 50,000 women start their own businesses.

The event, held at The International Dermal Institute and Dermalogica headquarters in Carson, California, was timed to coincide with International Women's Day later that week.

The title of Wurwand's speech was "Big Yourself Up" (meaning toot your own horn), and the overarching theme concerned the importance of writing the scripts for our own lives. Wurwand spoke about how we should never be discouraged from doing what we want to do, and if we still need to figure out what that is, we need to create space, mentally and physically, by switching off our electronic devices. "Look up, not down [at your phone]!" she implored.

The charismatic entrepreneur also cited "compassionate empathy" as the core emotion of successful individuals in the spa industry, and encouraged her audience to find every excuse to connect with clients and each other.

Here are some key takeaways from the highly inspirational talk:

**"Speak your truth, even if your voice is shaking."**

**"Be a disruptor."**

**"Don't shrink yourself for someone else's comfort."**

**"Operate from passion, not from fear."**

**"Don't allow anyone to trivialize what you do."**

**"Ask yourself, 'What more could I be doing?'"**

**"Never underestimate yourself."**

For more information and to watch Wurwand's speech on YouTube, visit [dermalinstitute.com](http://dermalinstitute.com).



JANE WURWAND



## DEPARTMENT STORE DEAL

Macy's Inc. has purchased beauty and spa chain Bluemercury, a Washington, D.C.-based makeup, skincare and spa business. The company operates 60 stores in 18 states and has also built a burgeoning ecommerce platform.

Although Macy's beauty counters currently sell a range of makeup and skincare products, the department store hopes to reach a new channel of middle-income consumers in acquiring the Bluemercury brand, whose items retail at a higher price point.

"Our plan is to operate and significantly expand Bluemercury stores as a standalone business with an enhanced omnichannel component for a seamless customer experience across stores, online and mobile," said Terry J. Lundgren, Macy's chairman and chief executive officer.

Despite its solidified retail plans, the department store has yet to decide if it will offer any of the facials, massages and waxing services currently found on the menus of Bluemercury stand-alone storefronts.

Bluemercury was co-founded by Marla and Barry Beck in 1999—the couple operates skincare company and manufacturer M-61 Laboratories. Macy's, which also owns the Bloomingdale's chain, operates 825 stores and 13 outlet locations in more than 45 states and reported fiscal sales of \$27.9 billion in 2013.

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