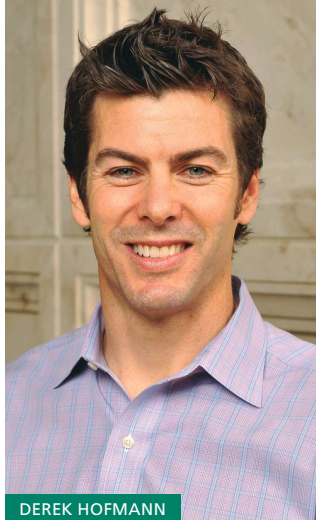


PRO TOOLS



DEREK HOFMANN

The pro: Derek Hofmann, spa director, Spa at Four Seasons Resort Orlando at Walt Disney World Resort, Orlando, Florida

His tools:

1. Ready explanations. "I want my team to understand the reasons behind what we're doing and how those actions impact our daily execution and overall operation," says Hofmann. "It's important that my team is informed, but I also want them to understand the thinking involved in our processes. I believe that's a more powerful way to inspire action."

2. Receptivity. "I lead in a variety of ways: by example, with my head, based on gut feeling, and from behind. But at all times I endeavor to be accessible," emphasizes the spa director. "I want to know what my team is feeling, what our guests are saying, what's happening in the competitive market and our financial results."

Being open to information from all sources allows me to make the most considered decision and steer us in the best direction."

3. Willingness to bend rules. "The moments when we create something truly special for our guests are usually those when we color outside the lines," reflects Hofmann. "When we know where the boundaries are, and we understand what we're trying to achieve, we can make decisions that allow us to deliver exceptional experiences. The spa world is a very human business, where preferences and personalization are imperative to success. Conscious flexibility is definitely part of my daily routine."

FULLY FUNCTIONAL

Whether your client has to be laying face down, sitting up at a slight angle or reclining with her feet elevated, adjusting a treatment table throughout a service to fit her needs—and yours—can be trying. In an effort to make this process more fluid, Comfort Soul has designed The Elite Series, a line of electric spa tables with a wide variety of flexibility.

The Elite equipment converts easily from chair to table, offering therapists and business owners versatile treatment options. Within the series, the Tribeca Elite spa table features a fully electric, height-adjustable bed that rests above a wooden cabinet base for storage. The Lumina Elite (pictured), one of the company's best sellers, includes a fully electric, three-sectional top that also provides height, leg and back adjustments. For a greater level of customization, the Siena Elite offers a four-section top and a 700-lb. weight capacity. All three tables include Comfort Soul's UltraPlush Cushioning and DuraSoft Upholstery, ensuring comfort as well as functionality.

Spa furniture can come with a hefty price tag, but Billy Chen, vice president of sales and marketing, explains that Comfort Soul remains competitive by streamlining its production. "Our company is focused on efficiency, and that has allowed us to keep our prices down without sacrificing quality," he says. Citing Comfort Soul's lifetime guarantee, Chen Enthus: "We really believe in our product quality."



★ Retail Rockstar

The star: Shira Esthetics Glyco-C High Potent-C Serum

The spa: Omni Aesthetics, Oakland, New Jersey

Why it flies off the shelves:

"This serum is one of my all-time favorites because it has a vitamin C base, enabling it to address a wide range of skin concerns," says medical esthetician Susan De Luca. "The formula is also loaded with retinol and pentapeptides, which encourage collagen production, making it a great option for women who are just starting to use anti-aging products. The serum also works well for blemish-prone clients looking to balance their skin. Shira Esthetics' formulas contain just the right amount of active ingredients for most skin types. They're non-irritating but give great results!"



SUSAN DE LUCA



How it's promoted:

"Shira is wonderful at sending us enough samples for our customers to take home, which is so important," explains De Luca. "That way we can give them a taste of the product in the treatment room and let them experience it on their own. Plus, the line has an affordable price point that makes selling it incredibly easy!"



Metallic Massage

Regardless of the reasons why a client has booked a facial at your spa, the relaxing massage portion of the protocol is often the part they look forward to most. But as a well-versed esthetician, you know that guests with redness-prone skin or rosacea often cannot fully submit to this blissful treat—the heat and pressure of a facial massage can irritate their complexion, over-stimulate circulation and increase redness.

Attempting to treat her hypersensitive and rosacea-prone clients to a massage—*without* exacerbating their conditions—Judy McDonough, spa manager and lead esthetician at Tranquility WellSpa in Sewickley, Pennsylvania, decided to try using the Repêchage Silver Ball Massager. “Unlike stones that need to be re-chilled, the massager doesn’t retain heat because of its design and material,”

she says of the marine-grade stainless-steel tool. “Clients love that it remains cool, and thus calming, throughout the massage segment of the facial,” she explains.

The massager was introduced with Repêchage’s Hydra 4 Red-Out Facial kit, but is also sold separately. “We are always looking for new, creative and, most importantly, effective ways to treat our guests,” explains the esthetician. “I use the massager as part of the brand’s Red-Out protocol, but have also used it on clients experiencing hot flashes. It has certainly added a new dimension to our facials, and its possible uses are endless!”

For more information, visit repechage.com.



Beautifully Bare

For some mani/pedi clients, being on-trend with the latest nail colors is crucial. For others, especially male guests, the appeal is everything *but* the polish. Whether your customers’ nails are damaged and discolored or they’re simply seeking a “polished” look sans a standout hue, Zoya’s Naked Manicure System is designed to satisfy their needs.

Developed to help beautify fingers and toes with a “bare” look, the polishes smooth ridges, decrease discoloration and strengthen the nail bed. The Professional Nail Perfecting Kit includes nine lacquers: a nutrient-rich, hydrating base; six Perfectors to brighten, warm or neutralize nail beds; and two top coats: a glossy seal to add shine, and a satin seal to blur imperfections and provide a natural-looking finish.

The Perfectors, which can be blended to match skin tone, are infused with pro-vitamin B₅ to improve flexibility, vitamin E for cellular renewal, red algae to improve microcirculation, ginkgo to increase oxygen exchange and sulfur amino acid/protein complex to fill in cracks.

As a retail upsell option, the polishes come in pre-packaged kits for men and women, and the professional set is available as a display that holds space for 36 polish bottles.

For more information, go to nakedmanicure.com.



“Don’t be intimidated by what you don’t know. That can be your greatest strength and ensure that you do things differently from everyone else.”

Sara Blakely, founder of Spanx