



More Than Skin Deep

Need a meaningful addition to your esthetics library? Environ Skin Care founder Dr. Des Fernandes has partnered with author Jennifer Munro to write *The Skin Factory* (Fernro Publishers, Ltd., 2014), which combines the usefulness of a **manual with the visual appeal of a coffee table book.**

The publication's underlying premise is that we are the CEOs of our bodies. "It's your job to ensure quality so that your factory runs as smoothly as possible, producing beautiful healthy skin throughout your life," reads the opening paragraph.

The 100 colorful, image-focused pages provide explanations about how the skin works, before-and-after photos of treated skin and how-tos for targeting ongoing or problematic skin concerns. Full-page quotes ask important questions, deliver reality checks and offer advice.

The book is split into five "departments": Quality Control; Maintenance; Health and Safety; Post-production Repairs and Improvements; and Post-production Repairs and Improvements: Luxury Mode, each of which is packed with information.

Whether you believe your clients would enjoy flipping through the vibrant pages in your spa's waiting room, or you'd like to brush up on your own skincare knowledge, this easy-to-follow book may be worth adding to your literary collection.

Higher Education

The title of "spa owner"—or "spa director" or "spa manager", for that matter—doesn't automatically bestow cutting-edge business savvy. If you're seeking to sharpen your skills with **business education specific to the spa industry**, you may be surprised at



how your options are growing. Spa business education programs and classes are increasingly being offered across the country, and not just trade schools.

Take the University of California Irvine Extension (unex.uci.edu) in Southern California, which has been offering its own certification program in spa and hospitality management for years. The program, which includes both on-campus and online classes, was developed and is taught by industry experts, and covers a range of relevant, spa-specific topics: marketing/retailing, business planning/operations, finance, human resources, customer relations and even legal issues.

To learn more about options in spa education, see this month's Back to School Handbook feature starting on page 64, and our additional coverage on dayspamagazine.com.

★ Retail Superstar

The star: Pure Fiji Coconut Sugar Rub

The spa: Beau Visage, Greenwood Village, Colorado



Why it flies off the shelves: "Our most popular Pure Fiji product is the Coconut Sugar Rub, which we feature in several of our body treatments," says spa owner Christine Warriner. "In addition to sugar, it's made with pure coconut oil and macadamia nut oils. The sugar exfoliates the skin, but it almost dissolves on contact. A lot of other sugar scrubs are chunky and really dry, but this one practically melts into your body. And your skin feels so amazing afterwards, it's almost like you have a hydration barrier."

How it's promoted: "Guests love our Grand Paradise Experience, where we do a 60-minute massage, a body wrap and

a body scrub, with the Pure Fiji Sugar Rub," explains Warriner. "We send clients home with a complimentary spa box, which includes a sample of all the Pure Fiji products used during their treatment. They use the sugar rub, they fall in love with it, and they usually come back and purchase it! It's a great product; it would pretty much sell on its own, but this is a perfect way for clients to discover it's really worth the value."



CHRISTINE WARRINER