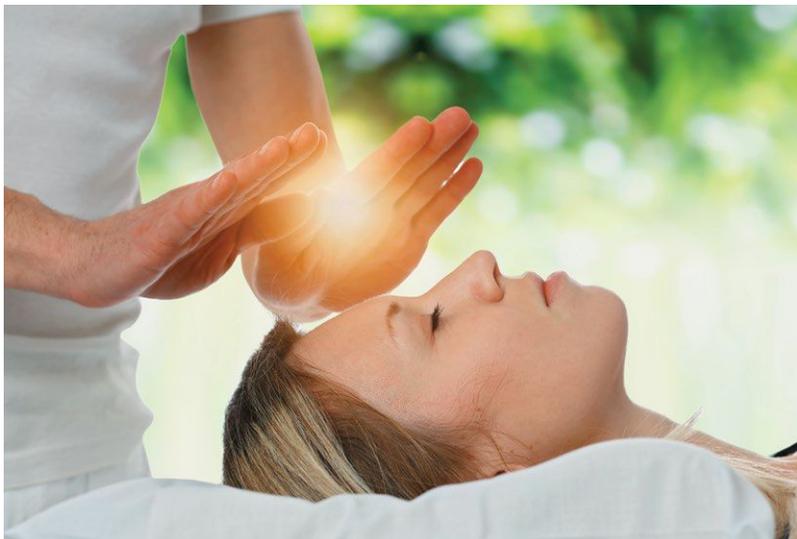




2019  
**TREND  
REPORT**  
BY american spa



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# TRENDING TODAY

Here at *American Spa*, January is not just about resolutions. It's also all about trends, as we are back once again with our annual report. My team and I have spent the last several months scouting trade shows and events, connecting with industry insiders, pouring over beauty and wellness magazines and websites, and watching the marketplace to come up with 10 topics we believe are already making waves or are on the precipice of making a mark.

Because this is the fifth time we've tackled this task, I'm proud to say we've been fairly successful with past predictions. Among the topics we have highlighted in previous years are crystals, cryotherapy, CBD, DNA, vegan and cruelty-free beauty, IV infusions, sleep and wellness, salt, massage-on-demand, wellness communities, and many more. I think our track record is pretty impressive!

As such, I'm thrilled to present you with our 2019 report, which runs the gamut of on-the-pulse wellness trends. From blue beauty, clean-air initiatives, fair-trade skincare, and brightly colored natural cosmetics to financial wellness to state-of-the-art homecare devices and blue-light blockers to the fem-care craze to a throwback to spirituality in spa, this year's trends are diverse, dynamic, and compelling. I can't wait to hear your feedback.

And believe it or not, we're already scouting for the top trends of 2020. As you run your businesses and discover your client requests, preferences, and more, keep us in the loop! We need your input and can't wait to get planning!

Yours in Wellness,



Julie Keller Callaghan  
Editor-in-Chief & Publisher  
jkeller@questex.com



## american spa

### EDITORIAL

**Editor-in-Chief/Publisher**  
Julie Keller Callaghan

**Executive Editor**  
Heather Mikesell

**Art Director**  
Kara Magliaro

**Contributing Art Director**  
Kerstin Michaelsen

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Natalie Maneval

**Associate Editor**  
Samantha Reed

**Editorial Intern**  
Madison Scalera

### OFFICE

757 Third Ave., 5th Floor, New York, NY 10017;  
tel: (212) 895-8200, fax: (212) 895-8219

### SALES

**Director, Integrated Media  
Sales**

Kristina Panter,  
tel: (714) 485-5331, kpanter@questex.com

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14

# CONTENTS

## 2 Blue Wave

Moving beyond sustainability, the skincare and beauty industries are doing more to contribute to the health of the environment.

## 4 Left To Their Own Devices

Spa-goers get homecare at their fingertips with increasingly advanced handheld skincare devices.

## 6 A Breath of Fresh Air

Clients are seeking clean, healing air as part of their wellness journeys.

## 8 Money Matters

Recognizing the link between stress and financial health, wellness-seekers are turning to financial guides and programs that promote wellbeing.

## 10 Clean Cosmetics Go Bold

The beauty industry introduces cosmetics that are healthy for spa-goers but also feature colorful pigment.

## 12 Playing Fair

Consumers are now buying products that help marginalized communities around the globe.

## 14 The Feminine Mystique

The spa industry is recognizing women's needs with intimate skincare.

## 16 Green Gains

New initiatives to stem the tide of environmental damage and heal the planet gain new ground.

## 18 Spiritual Pursuits

Spas are adding to the treatment experience by offering spiritual journeys and solutions.

## 20 Out Of The Blue

The spa and skincare industries are fighting back against blue light, the newest threat to skin caused by screen time.



12



20

# blue wave

Blue is the new green thanks to a new movement that is putting the planet first.

While most people are familiar with the concept of going green, the industry is raising the bar by promoting the idea of going blue. It's an idea Kapua Browning, founder of Honua Hawaiian Skincare, lives by. "Blue beauty is about taking that extra step to be mindful about how you are impacting the environment," says Browning. "I believe the word blue initially came from the idea of creating products that support our oceans' health, but blue beauty has evolved into so much more. Brands are becoming more intentional and looking at everything from ingredient sourcing, packaging, and marketing pieces to the non-profit partners that they support."

Jeannie Jarnot, founder of Beauty Heroes, coined the term "blue beauty" after hearing a trend analyst explain how consumers would eventually demand companies go blue if they want to maintain their loyalty. "Blue beauty is when personal care and beauty companies have initiatives within their operation that go beyond being sustainable, non-toxic, or green, but rather contribute back, in some way, to the health of the planet," says Jarnot. Realizing that many of the companies she

works with were already giving back, she created Project Blue Beauty, which spotlights brands that are working to create a better, bluer planet.

One issue that has garnered a considerable amount of attention recently is the protection of coral reefs. Consumers have long been faced with the challenging task of choosing a safe yet effective sunscreen. While several popular ingredients, such as oxybenzone and octinoxate, have come under scrutiny in recent years for toxicity concerns and the fact that they may mimic hormones, it wasn't until their damaging effects on reefs and other marine life was discovered that the ingredients were banned thanks to Senate Bill 2571. The bill prohibits the

**"Many blue beauty brands are working to enact real change by giving back..."**

sale and distribution of any sunscreen containing oxybenzone and octinoxate, or both, without a prescription beginning Jan. 1, 2021. Hawaii was the first state to enact the legislation, which is designed to protect marine ecosystems by banning harmful sunscreens.

According to Jillian Wright, cofounder of Indie Beauty Expo, the ban was a wake-up call. "Humans have been conditioned to think only of themselves for decades,"



Protecting coral reefs is just one aspect of the blue beauty wave.

says Wright. "Thirty or forty years ago, people lived as if there was an abundance of everything around them, thinking their way of life wouldn't have an impact outside of their bubble." Of course, that way of thinking is now changing, and the spa and wellness industry is leading the way. "It's this green and blue beauty movement that is slowly bringing awareness to this issue, educating consumers about the damaging effects of these chemicals found in sunscreen and lotions," says Wright. As a result, consumers are turning to brands, such as Coola, Honua Hawaiian Skincare, Love Sun Body, EIR, ErbaViva, Raw Elements, MDSolarSciences, and more for reef-safe sunscreens.

Beyond producing reef-safe sunscreen formulas, many blue beauty brands are working to enact real change by giving back to the planet. For instance, Beauty Heroes has partnered with

5 Gyres Institute to organize beach cleanups in Hawaii, and One Ocean Beauty has teamed up with Oceana, the largest global science-based organization working to protect the world's oceans. Although it's an idea that is being embraced by many, Jarnot thinks it goes even deeper. "A few of the brands that I work with don't just embrace blue beauty as a trend," she says. "They started their companies with what I am now calling blue beauty as their mission." As for the future of blue beauty, Jarnot believes companies will challenge themselves to be greener and bluer as a result. "I do think there will be blue-washing, but I also think there will be advancements in the adoption of sustainability initiatives, packaging innovation, and blue initiatives. As for Beauty Heroes, we are working a series of events next year designed to continue this conversation, inspire a wave of blue beauty, and share best practices."—HEATHER MIKESELL

# DT20

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LightStim offers homecare devices that treat acne, wrinkles, and pain.

“...the available options are getting more compact, convenient, and portable.”

With a celebrity following that includes Jessica Alba and Jennifer Aniston, it's no surprise the device is creating a buzz. “People don't have a ton of time, but they are investing some of it, increasingly, in their skincare routines,” says Melanie Simon, electrical esthetician and co-founder of Ziip. “And to be a part of that, you really have to deliver on results.” Fortunately, today's devices are doing just that. Technology has made it possible to maintain and build on results obtained in a professional setting. “I developed Ziip as a way to share my in-office nanocurrent expertise with the world and make the technology accessible at home for anyone,” says Simon. “Also, because nanocurrents work best on skin when done regularly, it's actually an ideal technology for the home user. It was an obvious evolution for me, and thankfully, the response has been incredible.” The device even has a companion app, which allows users to choose from one of seven electrical treatments, including a full lifting and sculpting for the neck and face to targeted treatments for acne and pigmentation.

Consumers can also benefit from at-home LED (light-emitting diode) treatments using devices such as Foreo UFO, LightStim, Joovv, and Poly Go. LED treatments provide multiple

benefits, including stimulating collagen production and improving breakouts by eliminating acne-causing bacteria. “Handheld skincare devices such as Poly Go are gaining in popularity these days as a way for spa clients to take advantage of LED therapy in between their regularly scheduled spa sessions,” says Mike Kassel, product manager of Poly Systems. “Skincare is moving in the direction of being a continuous lifestyle, rather than the occasional day at the spa, and spa owners are encouraging their clients to utilize at-home treatments.” LightStim, a leading provider of LED light therapy equipment for skincare professionals, offers a variety of homecare devices designed to treat acne, wrinkles, and pain. There is even an app that allows users to track their treatment time, set reminders, and more.

Going beyond skincare, the Hypervolt from Hyperice is a cordless vibration massage device that helps relieve muscle soreness and stiffness, improves range of motion, and promotes circulation. Featuring Quiet Glide technology, it allows users to perform myofascial release on themselves at home. The device is also generating new options in the spa. “With handheld wellness devices like the Hypervolt, the massage experience is enhanced and gaining rapid popularity,” says Jim Huether, CEO of Hyperice. “Technology must evolve to the users' demands and adapt to the environment. Efficiency, power, and elegant design are just three key staples in how technology progresses.”—H.M.

## left to their own devices

Spa-goers get homecare at their fingertips with increasingly advanced handheld skincare and wellness devices incorporating the latest technology.

While we've seen smart home devices, such as Nest, Amazon Echo, and more, automate and monitor in-home systems, skincare is also being transformed with a host of handheld devices that let consumers perform a variety of treatments in the comfort of their own homes. It used to be that people had to schedule an appointment to experience a microcurrent or LED treatment, but thanks to technological innovations in the field, consumers are now investing in devices that let them perform these sophisticated services themselves. “Technology

in the field of skincare has been very popular, mostly in a professional setting of spas and medical offices, but since the emergence of portable electronic devices and technological innovations, the available options are getting more compact, convenient, and portable,” says Rakesh Tammabattula, founder and CEO of QYKSonic, maker of the sonic beauty brush Zoe.

As a result, consumers are embracing the opportunity to perform microcurrent facials at home. The Nuface Trinity Facial Toning Device, for example, is designed to tighten and lift the skin.



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Indoor green walls help bring the outdoors in.

## a breath of fresh air

Clean air takes center stage as spas focus on air purification with green walls, salt rooms, outdoor treatment areas, and more.

**D**espite the Clean Air Act and other steps to improve the air we breathe, air pollution continues to threaten the health and wellbeing of people throughout the world. According to the World Health Organization (WHO), 4.2 million deaths occur every year as a result of exposure to outdoor air pollution, and 91 percent of the world's population lives in places where air quality exceeds WHO guideline limits. It's no surprise then that air quality has become a key concern for many. Recognizing the importance of clean air to overall wellness, spas and resorts are focused on introducing living walls, air purifiers, and salt rooms to help guests breathe a bit easier.

At **Six Senses Spa** at Six Senses rue de Castiglione (Paris), spa-goers are greeted by a stunning two-floor living wall designed by Patrick Blanc, botanist and creator of the Vertical Garden. The greenery not only lifts the senses but also purifies the air. "The Vertical Garden is an efficient way to clean up the

air," says Blanc. "In addition to leaves and their well-known air-improving effect, the roots and all the micro-organisms related to them are acting as a wide air-cleaning ecosystem. On the felt—the growing medium—polluting particles are taken in from the air and are slowly decomposed and mineralized before ending up as plant fertilizer." According to Joanna Roche, executive director of the Green Spa Network, living walls are a great source of oxygen for indoor spaces.

Another option that is growing in popularity is building healthier from the get-go. "We spend nearly 90 percent of our time indoors, and we breathe primarily indoor air, yet levels of pollutants can be as much as two to five times higher indoors than outdoors," says Peter Scialla, president and chief operating officer of Delos, a leader in wellness-oriented building and design. "It is of the utmost importance to remove allergens and contaminants from the air so

that we can enhance, rather than compromise, our health and wellbeing." According to Scialla, gas appliances, new furniture, fireplaces, pets, and even traffic can impact air quality. As a result, he considers air-quality monitoring an essential part of any responsive air purification system. "Designed to help optimize indoor environmental conditions, the Darwin Wellness Intelligence platform uses advanced algorithms and machine learning methods to monitor and improve indoor air quality," says Scialla. "Air quality sensors passively monitor air pollutant levels in real-time and automatically activate the air purification system to provide fresh air exactly when it's needed." A priority in nearly all of the company's projects, clean air definitely played a role in the wellness-themed rooms at The Four Seasons Hotel Los Angeles at Beverly Hills. Each featured an

air purification system. Delos is also working on specific solutions for a global spa operator. "The product curated for this spa program provides two full air changes per hour in a space up to 700 square feet, providing improved air quality for guests," says Scialla.

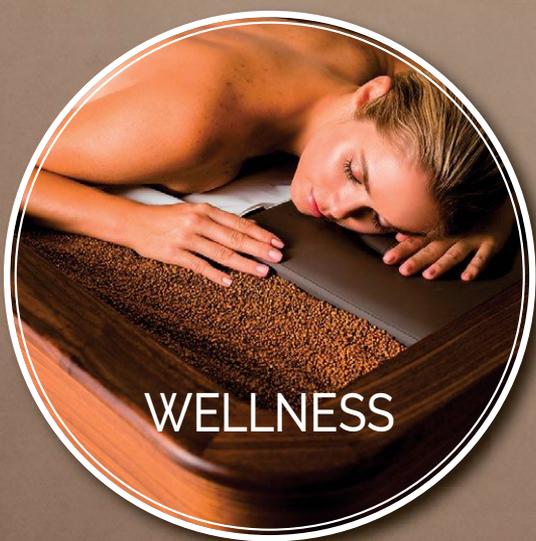
Of course, another way to incorporate fresh air is to take advantage of the great outdoors. Not surprisingly, outdoor treatment areas continue to flourish thanks to their breathtaking natural surroundings. If a seaside treatment isn't possible, halotherapy, also known as salt therapy, provides another option. "Halotherapy is a form of dry salt therapy that has certain characteristics that impact the respiratory system, skin, and general wellness," says Leo Tonkin, founder and chairman of the Salt Therapy Association. The popularity of salt rooms and the use of halogenerators, which crush salt and disperse it into the air, is yet another example

**"It's no surprise that air quality has become a key concern for many."**

of the industry's growing focus on the air we breathe. "We are seeing an ever-increasing number of people with respiratory conditions, such as asthma, allergies,

COPD, cystic fibrosis, bronchitis, lung cancer, and more," says Tonkin. "While halotherapy provides relief for many of these conditions, it also provides respiratory hygiene for general and overall wellness. You change the air filter in your car and home to run properly, but what do you do to clean out your respiratory system?"—*H.M.*

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Financial wellness is key to reducing overall stress.

# money matters

Financial wellness becomes a priority as spa-goers become more mindful about money and its impact on their wellbeing.

Despite the booming economy, financial anxiety is on the rise. According to Northwestern Mutual's 2018 Planning & Progress Study, money is the number-one source of stress among Americans. To achieve overall health and wellbeing, it's becoming increasingly clear that financial wellness plays a key role. As a result, many are seeking out financial advice that not only puts them on the path to prosperity but also gives them peace of mind that they can handle any uncertainty ahead. In the 2018 PwC Employee Financial Wellness Survey, 21 percent of employees defined financial wellness as freedom from financial stress, another 21 percent said it meant freedom from worry about unexpected expenses, 21 percent defined it as freedom from debt, and 18 percent said it meant the freedom to make choices.

Recently, Jill Lindsey, founder of her namesake boutique, wellness center, and cafe in Brooklyn, NY, hosted the workshop, *Bringing Humanity Back to Finances and Investing*. It tackled the



topic of financial wellness, providing participants with tools they could use to better manage their finances. "I feel like this is a topic everyone struggles with in some way or another, so I spoke with my financial advisors about the topic," says Lindsey. "They were already in the works of creating a workshop, so I was happy to host it and share it with our community."

Workshops that help spa-goers manifest abundance have grown in popularity, and spa-goers are now delving even deeper into the psychology of money with books like *You are a Badass at Making Money: Master the Mindset of Wealth* (Viking, 2017) by Jen Sincero and *Beautiful Money: The 4-Week Total Wealth Makeover* (A TarcherPerigee, 2017) by holistic wealth expert Leanne Jacobs. According to Sincero, cultivating gratitude for your finances and being conscious of the money miracles that surround you can help you attract

## "I feel like this is a topic everyone struggles with in some way or another..."

more abundance. Jacobs recommends a "money cleanse," which involves eliminating thoughts that don't align with your goals. Money cleanses, detoxes, and more are on the rise, as people realize the role their emotions play in their relationship with money.

The growing number of podcasts tackling the topic of financial wellness are another example of how hungry people are for advice and tools to deal with this stressor in their lives. Financial journalist, best-selling author, and founder of the HerMoney website and podcast, Jean Chatzky has created a judgement-free zone for women on all things financial. "Health without financial stability doesn't work anymore—and neither does the reverse," says Chatzky. "It's not just that medical bills are the biggest cause of bankruptcies every year. It's that even if you have a lot

of money, poor health can drain those resources really quickly. And being in good health without solid finances works in your 20s and 30s, but as we age, we need more in the way of resources to keep us healthy." As more people come to understand this, the demand for wellness-related financial resources will grow.

"If there is an opportunity to create a curriculum or partnership for teaching people to have a more positive relationship with money, then people will respond to it," says Lindsey. "I think as we evaluate our lives and the importance of things, the emphasis on what we do with money is key. It's a huge topic that can span across so many areas of our life, so suggesting a support for how to feel good spending, saving, or really looking at how we spend our money is important to our wellness."—H.M.

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# clean cosmetics go bold

As more cosmetics brands embrace the natural, vegan, and cruelty-free consumer mentality, they are also introducing brilliant color choices that go beyond muted neutrals.

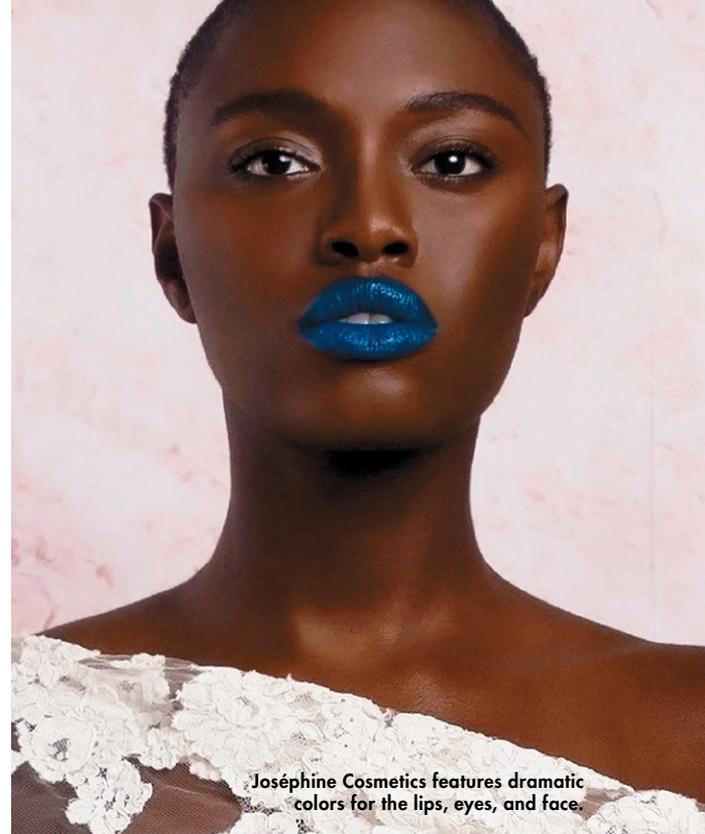
In cosmetics, as with skincare, natural ingredients are becoming the norm, rather than the exception. Until recently, however, clean makeup colors tended to skew to the muted and natural variety. But the times—and the demands of consumers—are changing. Nowadays, clean beauty aficionados are seeking colors that are bright, brilliant, and healthy. Sholayide Otugalu, chief glam officer and owner of Joséphine Cosmetics, agrees. In fact, she started her company as a makeup artist who wanted to use natural pigments and bold colors and couldn't find an ideal option. "We answer to women who want the edginess, the drama, the luxury—those who want to be glamorously healthy," she says.

Indeed, the clean yet colorful makeup market is truly starting to flourish, thanks to developments in formulations that incorporate natural pigments and mineral dyes, botanical- and plant-derived ingredients, clean ingredients, and responsible manufacturing and packaging. Many of these brands are also vegan and cruelty free. "I think we've proven that it is possible to create

high-performance products without compromising skin health or sustainability and without testing on animals," says Shawn Towne, global educator for Jane Iredale. "That is an evolution that our industry can really be proud of." There's also no secret to the impetus behind this trend. To put it simply, "People want clean color without having to compromise their health," says Ashley Prange, founder and CEO of Au Naturele Cosmetics.

Several brands are offering exciting options for clean yet colorful cosmetics. Prange says some of her company's top sellers, such as Ravish Lip Gloss, Kauai Lip Stain, Bora Bora Creme Eye Shadow, Sangria Lipstick, High Tide Eye Pencil, Palermo Creme Multistick, and Cha Cha Lipstick, are decidedly bright and bold. Jane Iredale recently released its Triple Luxe Collection, a range of long-lasting lipsticks in 15 deeply pigmented shades. Joséphine Cosmetics offers a range of lush colors for the eyes, lips, and face that are formulated with what Otugalu

**"People want clean color without having to compromise their health."**



**Joséphine Cosmetics features dramatic colors for the lips, eyes, and face.**

has dubbed Haute Naturals, which are ingredients that work to treat the skin while providing bold and strong color options. According to Sarah Biggers, founder and CEO of Clove + Hallow, 50 percent of the company's Lip Crème, Lip Glaze, and Lip Velvet collections feature bright or bold shades to appeal to the changing marketplace.

The market for bright, bold, clean cosmetics is as varied as a bouquet of wildflowers, made up of consumers of all ages and races with varying levels of preference for bold color. Prange said that a few years ago,

this trend was primarily one demanded by millennials but nowadays, it has expanded significantly. Otugalu agrees, adding that she has also noticed "a rise with women in the mature age bracket,

ages 45 to 54, who ask for the shocking blue eyeliner or the bright lilac liquid lipstick, who are seeking just a slight pop of color in their daily look." Biggers is also seeing more traditional "beauty enthusiasts" joining the clean cosmetics movement. "These are women who are on Instagram and YouTube, following influencers, and getting experimental with their makeup," she says.

Towne agrees that there is no longer just one demographic attracted to this trend. "Clients of all ages, races, and socio-economic levels are demanding something healthier than what has been offered in the past," he says. "Now that the world knows it is possible to get performance without things like talc, petroleum, and parabens, consumers prefer them and most likely will never go back to the old formulas."

—JULIE KELLER CALLAGHAN



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# playing fair

As more conscious-minded consumers vote with their dollars, skincare manufacturers are responding by adopting fair trade practices that work to support the social, economic, and environmental wellbeing of marginalized small producers.

A whopping 24.9 million people globally are victims of forced labor. They are people trapped in jobs into which they were coerced or deceived and cannot leave, also known as slave labor. According to the International Labour Organization, more than half of the people in these positions are women and girls, and about 64 percent of the total number is exploited in agriculture, construction, domestic work, or manufacturing. Unfortunately, the skincare and spa industries are not immune from using goods and ingredients that are farmed, gathered, or mined with forced labor. However, brands within our industry are responding to this humanitarian crisis by adopting fair trade policies, which involve buying ingredients at fair and ethical prices. That, in turn, helps to stabilize disenfranchised communities by providing workers with the opportunity to employ themselves or work in healthy environments. This comes at a time when consumers are recognizing how their spending habits affect others around the globe. They are choosing synthetic diamonds over blood diamonds, investing in clothes over fast fashion, and

spending their money with brands that respect workers' rights. "Fair trade practices have been and always will be vital for humanity and economic growth," says Danielle Conte, founder of Conscious Coconut. "Consumers are becoming more mindful and aware of their footprint. They want to know where their products are coming from and how they are made."

The most contentious ingredients when it comes to fair trade and the skincare industry include cacao butter, cacao powder, coffee, and shea butter. However, other ingredients like mica, used to brighten pigments, are less spoken about, says Coco Carnese, creator of Cocos Organics. She says that mica is predominately sourced through forced labor and usually involves child labor. In an attempt to stop such practices, Cocos Organics supports fair trade around the world. "With our shea butter, we have been fortunate to source directly through Fair Tale Ghana, a company that empowers woman in Ghana to earn money to support their communities through

**"We're able to provide them with fair wages..."**



Coffee is sometimes harvested using forced labor.

handcrafting shea butter in the traditional way," says Carnese. "We source coffee beans through Caffe Ibis which, through its fair trade wages, has been able to empower more than 800 female coffee farmers in Peru." Mala and Mantra creates fair trade jewelry that is sold at more than 200 luxury spas, resorts, hotels, wellness centers, and boutiques worldwide. "We partner with a fair trade cooperative of women artisans in the Philippines to handcraft each and every piece of jewelry in our collections," says founder and creator Judith Compton. "Through this partnership, we're able to provide them with fair wages, a safe work environment, and a sustainable way to support themselves, their families, and their communities."

It's becoming much easier for consumers to find fair trade brands through Fair Trade USA (fairtradecertified.org), which lists fair trade certified companies in a

range of industries from soft drinks to sporting goods. Conscious Coconut supports a policy that is part of Fair Trade USA. It not only pays farmers for their goods but also provides resources to their communities. "On top of the sale price, farmers earn an additional premium of up to \$90 per metric ton of coconuts sold," says Conte. "These funds are invested into much-needed community projects like healthcare, education, agricultural training, and business development." According to the Fairtrade Foundation, there are more than 1.6 million workers and farmers participating in fair trade across 75 countries. However, much of the success of fair trade lies with consumers. "I think as consumers have become aware of slave trade labor, they have demanded fair trade products by choosing to spend their money on fair trade," says Carnese. "We as consumers have all the power to change this world for the better, by casting our vote with our dollars."—**NATALIE MANEVAL**

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# the feminine mystique

Skincare products and spa services created specifically for women's intimate areas are becoming popular.

**A**merican Spa's recent Industry Insider report revealed that 77 percent of spa-goers are women and that facial skincare offerings are the top-grossing services. As such, products and services abound for improving the complexion. Until recently, however, there was a specific niche that had not been widely cultivated—products and services specifically addressing the intimate feminine skincare needs of women. “I recognized the need for skincare for the V a few years ago,” says Avonda Urben, founder of The Perfect V, a line of products for the delicate skin of the bikini area. “We have niche beauty products for every part of our body, but nothing for the V—it was neglected for far too long.”

That oversight is quickly being remedied, as the potential feminine skincare market is vast. It ranges from clients seeking post-waxing and hair-removal soothing to those who have undergone laser-hair removal or vaginal-rejuvenation treatments to clients who are recovering from childbirth to those in menopause and those dealing with the side effects of cancer or other health issues, just to name a few. “Dryness, sagging tissue, irritation, and yeast

infections are very common concerns among women, regardless of their age,” says Manon Pilon, founder and R&D director of Derme & Co. and Nelly de Vuyst, which recently debuted the certified organic BioFemme line featuring 10 feminine hygiene, firming, and wellness products.

Another aspect of feminine skincare spas are starting to address is one of wellness and sexual health. “Many women going through menopause have experienced painful sex due to vaginal dryness and the fragility of the tissues due to lack of estrogen,” says Valerie Bennis, president and founder of Essence of Vali. “They realize extra care is necessary and want to continue to enjoy a healthy sex life.” To address this, Essence of Vali recently released Intimate, a moisturizer formulated with 100 percent natural oils, herbs, and butters that is an ideal retail item for spas providing solutions for feminine skincare issues.

In dealing with such a delicate area, gentle and clean ingredients are integral to creating effective lines. Products should be dermatologist and gynecologist tested, and

the ingredients should be pure. The Perfect V products are made using soothing Nordic ingredients like bilberry, elderflower, and sea buckthorn. Intimate is made with shea butter, coconut oil, cold-pressed hemp seed oil, comfrey root oil, and tocopherol (vitamin E). Pilon says she believes that vegan, natural ingredients, which are used in the Biofemme line, are a must and that there are several ingredients that should be specifically avoided, including perfumes and fragrances, silicones, sulfates, the preservative MIT, PEGs, parabens, GMOs, phalates, dyes, mineral oil, chemicals, and endocrine disruptors.

For spas interested in offering feminine care products and protocols, there are a variety of approaches, many of which involve starting with enhancements and homecare following waxing, sugaring, and other hair-removal offerings.

Several spas, such as **Mario Tricoci** (multiple locations), are retailing The Perfect V products. They are also using them in waxing offerings that involve hair removal paired with an intimate skincare service. Beyond waxing, Pilon says femcare retail products

are easy to integrate as part of laser-hair removal, IPL, vaginal rejuvenation, or vaginal-surgical procedures, as well. “The products can be used in clients' daily routines at home as well as before and after the procedures,” she says.

Pilon suggests introducing the topic discreetly through the medical health history forms that ask clients about their vaginal health and concerns. She also recommends signage in women's bathrooms and locker rooms as well as products with shelf talkers in the retail area. “Today, women are becoming increasingly aware of the importance of vaginal health and wellbeing,” says Pilon. “They also are realizing that vaginal health is an extremely important factor in their entire lives, not only in their reproductive years. This is why products that are able to rebalance and maintain vaginal health and wellbeing are not just a trend but represent a real need.”—J.K.C.

Stay tuned for a future issue of *American Spa*, where we'll expand on this topic with more details about feminine skincare products, treatments, technology, and programming.

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# green gains

Environmental initiatives grow, as people realize the detrimental impact single-use plastics and excessive consumption has on the planet.



Tree planting is one way to counteract climate change.

It's hard to miss the conscious shift away from consumerism that is taking place as more people begin to prioritize minimizing their impact on the planet. From state-wide plastic bag bans to the eventual elimination of drinking straws at Starbucks, companies and individuals are taking action to preserve the environment. Ojai Valley Inn, for example, eliminated single-use plastic items throughout

**Spa Ojai** and replaced traditional spa amenities with eco-friendly, reusable versions. The initiative was introduced after a massage therapist on spa director Kate Morrison's team shared an online video from [www.plasticpollutioncoalition.org](http://www.plasticpollutioncoalition.org) titled "Open Your Eyes," about the impact single-use plastic is having on the planet. "The video prompted us to take an honest look around our spa, assessing our daily plastic consumption," says Morrison. "We discovered that in 2016, we issued 34,120 bottles of water to our guests. We used 24,000 plastic snack cups and 107,120 water cups. Other single-use items included

disposable hair combs, plastic-wrapped towelettes, wrapped razors, plastic bathing suit bags, and plastic mouthwash cups; each item literally used once and thrown away. Shocked by the excessive waste being produced, we were inspired to make a plan for change." The spa now offers Klean Kanteen stainless steel water and snack cups, and high-quality unwrapped razors and shower caps are available for guests to take home and reuse. Plastic-wrapped towelettes have been replaced with lavender-infused chilled washcloths, and high-quality

brushes and combs, which are properly sanitized for reuse, have replaced disposable hair tools. The spa isn't alone in taking this eco-friendly stance. **Titanic Spa** (Huddersfield, UK) has also banned the single-use plastic bottles, straws, and cups, replacing them with paper recyclable alternatives. Numerous other hotel brands, such as Oetker

Collection, Banyan Tree Hotels & Resorts, and more have also committed to eliminating single-use plastic.

"Every industry is realizing the ecological impact that plastic dispensables and micro-particles is having on not only our health but also on future business," says Bonnie Baker, founder and managing partner of Sattveva Spa and Wellness Concepts. According to her, the hospitality industry, in particular, is beginning to recognize the impact such consumption has on wildlife, marine ecology, and the pristine environments that have

**"...many are stepping up to do what they can to stem the tide of environmental threats."**

long attracted visitors. "What's changed is that there is more of a conversation and awareness that consumers want to see in what you're doing to mitigate the harmful impact to the planet," says Joanna Roche, executive director of the Green Spa Network.

As the Environmental Protection Agency continues to deregulate numerous rules

and policies that serve to safeguard the environment, many are stepping up to do what they can to stem the tide of environmental threats. Reforestation in local communities and as part of a global movement is just one initiative gaining ground in the spa and wellness industry. "We know that trees are the best technology we have right now to right the course of climate impact in the next 10 years," she says. "Several companies as well as the Green Spa Network have channels to directly contribute to reforestation."

According to Roche, the future of green is starting to take root with more thought being given to how water, electricity, and building materials are used. "As for what's next for Spa Ojai, I think we need to focus on water conservation," says Morrison. "We've recently converted all pedicure protocols to 'waterless' in an effort to reduce our water and chemical usage, but that's just a start. With a little ingenuity, I'm confident more ideas will come." —H.M.

2019

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Treatments that transform the mind, body, and spirit are increasingly in demand.

deeper experience that transforms them, mind, body, and spirit," says Simon Marxer, director of spa and wellbeing at Miraval Group. "By integrating spirituality in our treatments, we can offer our guests more transformational experiences that connect them with something larger than themselves." Spirit Flight (\$475, 1 hour 50 minutes), one of the spa's most in-demand experiences, is a transformational healing ceremony with Tim Frank, NMD. It is a spiritual smorgasbord of sorts, combining a full-body therapeutic massage with the healing practices of spiritual shamanism and drumming. It also includes

## spiritual pursuits

Spa menus get spiritual with a host of offerings involving shamans and time-honored therapies that provide greater meaning to the overall experience.

**A**s an antidote to the social media saturation people experience on a daily basis, spirituality is making a comeback. Many are turning to more esoteric and metaphysical pursuits to counteract the constant connection that keeps them tethered to today's technology. Spas and wellness centers are introducing a host of spiritually based offerings that help them tap into moments of personal insight, a sense of peace, a higher purpose, and more.

At **Spa Montage Los Cabos** at the new Montage Los Cabos (Mexico), guests can take part in the Canopy of Stars, the resort's nightly shaman ceremony. This guided traditional ritual of purification, transformation, and stargazing is led by the resort's shaman and is designed to help guests connect with their inner selves. In-house spiritual

gurus are becoming *de rigueur* at spas. For example, **Sunrise Springs Spa Resort** (Santa Fe, NM) recently introduced its first spiritual guide, Jessica Ibarra, a Reiki master, a healer in the Mexican healing tradition, and a tarot card reader. In addition, the spa also debuted a new spiritual service menu featuring Reiki (\$119, 60 minutes), Spiritual Cleanse (\$159, 60 minutes), Spiritual Guidance (\$139, 60 minutes), Spiritual Meditation (\$129, 60 minutes), and Tarot Card Reading (\$99, 60 minutes). "In looking at the mind, body, spirit connection, we felt we weren't really meeting the spiritual needs of our guests," says Mara Bouvier, general manager of Sunrise Springs Spa Resort. "We provide unique mindful and wellness programming to our guests through a variety of different modalities, such as breathwork, visual arts,

and outdoor recreation. We felt that the addition of our spiritual offerings would round out the experience our guests have come to expect from us."

At **Amira Spa** at Amira Resort & Spa (St. George, UT), the menu features a section devoted to Spiritual Connections. There, shaman practitioner Gwen Moon leads many of the offerings, such as The Awakening (\$110, 50 minutes), which involves a clearing and infusion of healing energy to revitalize the chakras; The Journey (\$110, 50 minutes), featuring shamanic drumming to open pathways to access the dream world along with spirit guides, guardians, and power animals; and The Reading (\$110, 50 minutes), a light-hearted card reading.

"Spa-goers today are looking for more than just pampering; they want a

acupuncture, craniosacral therapy, and spinal alignment to help renew energy and balance. "Because Miraval is guided by the philosophy of mindfulness, all of our spa treatments incorporate a level of spirituality," says Marxer. "Our therapists guide our guests in a breathwork practice at the beginning of each treatment, which has

**"Spa-goers today are looking for more than just pampering..."**

a calming effect and places our guests in the present moment."

The resurgence of spirituality in spas is a testament to its role in health and wellness.

"Treatments that are rooted in spirituality have more than just physical benefits," says Marxer. "These treatments benefit our guests emotionally and mentally by improving clarity, balancing energies, and enhancing mood."—*H.M.*

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# out of the blue

The wellness world is shining a light on the harmful effects of the blue light produced by today's digital devices.

Most savvy spa-goers are aware of the damage sunlight and pollution can do to the skin. But there is a new type of exposure that is also making headlines for its potentially negative impact on the skin—blue light, also known as high-energy visible light (HEV), that is emitted from our digital devices. In small doses, it actually helps the body's internal cycles stay in rhythm—think hormone release. Unfortunately, more and more people are being exposed to unchecked, harmful amounts of blue light emitted from computer, tablet, television, and cell phone screens as well as indoor lighting, and they are seeing negative effects on the skin, eyes, and sleep cycles. The good news, however, is that a number of skincare companies and spas are addressing this exposure by offering products and experiences to address this negative impact.

According to a study by Nielsen, in the first quarter of 2018, U.S. consumers spent an average of three hours and 48 minutes a day on digital mediums, and 62 percent of that time was spent using the internet and apps on smartphones. This amount of screen usage is affecting people's health. In fact,

blue light has been known to disrupt sleep patterns, because the body uses blue light from the sun to regulate the awake and asleep cycles, so using a device late at night can make the body more alert when it should be resting. Another issue is the impact on the eyes, as blue light destroys light-detecting cells in the eyes with prolonged exposure.

It's not just people's eyes that are suffering—it's skin, too. Unfortunately, blue light, which penetrates about 1mm into the skin, is believed to increase inflammation. This inflammation can lead to increased amounts of pigmentation and, in turn,

**“It's important to be aware of what the devices are doing to our skin.”**

speeds up the signs of aging. However, more studies are needed to identify all the effects of blue light. “It's important to be aware of what the devices are doing to our skin,” says Nicole Landon, west coast training director of Guinot.

The skincare industry is responding to this threat by developing a range of products that help combat blue rays. Among the most effective approaches are antioxidants, which fight against free radicals and heal the skin, and melanin from plants, which absorb the rays.



Blue light increases inflammation and speeds up the signs of aging.

Just as sunscreen is used to provide UV protection, topical protection works well to block out blue light. For example, Guinot recently launched a sunscreen that uses melanin and lutiene to absorb blue light rays, and Natura Bissé has a prebiotic concentrate that strengthens the skin's barrier to protect against blue light. “OxySkin-HEV is a cutting-edge ingredient that prevents biological damage,” says Josanna Gaither, director of education and aesthetics of Natura Bissé. “It reduces free radicals and improves skin quality after exposure to the high-energy visible light emitted by digital devices.” Meanwhile, Coola offers a broad-spectrum SPF that lessens skin damage caused by blue light by using active plant cell cultures from jasmin, sambac, and mangosteen. In another form, Hydropeptide created a mist that uses somnifera root extract, which protects against blue light and pollution. “When formulated correctly, ingredients like somnifera root extract and certain biosaccharides can play a role in helping to form a protective shield over skin,” says Erin Larson, esthetician and director of brand management and education

at Hydropeptide. Other formulas include Ceramiracle's supplement, which is loaded with antioxidants to fight the effects of blue light from within.

Spas are also offering guests ways to fight digital addiction, which reduces exposure to blue light. At **Scandinave Spa** (multiple locations), digital devices are not allowed to be used in the spa. In fact, many spas including **Sojo Spa Club** (Edgewater, NJ), **Canyon Ranch** (multiple locations), and **Burke Williams Day Spa** (multiple locations), to name a few, all have limitations on how and when guests can use cell phones. **Miraval Resort & Spa** (Tucson, AZ) even offers a class about digital detoxing, and Mandarin Oriental offers guests the Digital Wellness Escape, which eases strain on the eyes, hands, head, feet, neck, and shoulders that comes with frequent device use.

In the future, Larson believes that protecting against blue light will become just as important as protecting against UV light. Larson says, “Blue light will continue to be one of many environmental aggressors from which skincare professionals and their clients are tasked with protecting skin.”—*N.M.*

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