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Autumn 2022

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The Master Esthetician Course is a 4 Step Course. Each step includes a product kit with everything that is covered in each class, a binder including ingredients, protocols, consent forms and product descriptions as well as full access to an educator that will answer any and all questions you have. The product kits that come with the class are a great way to build your back bar.

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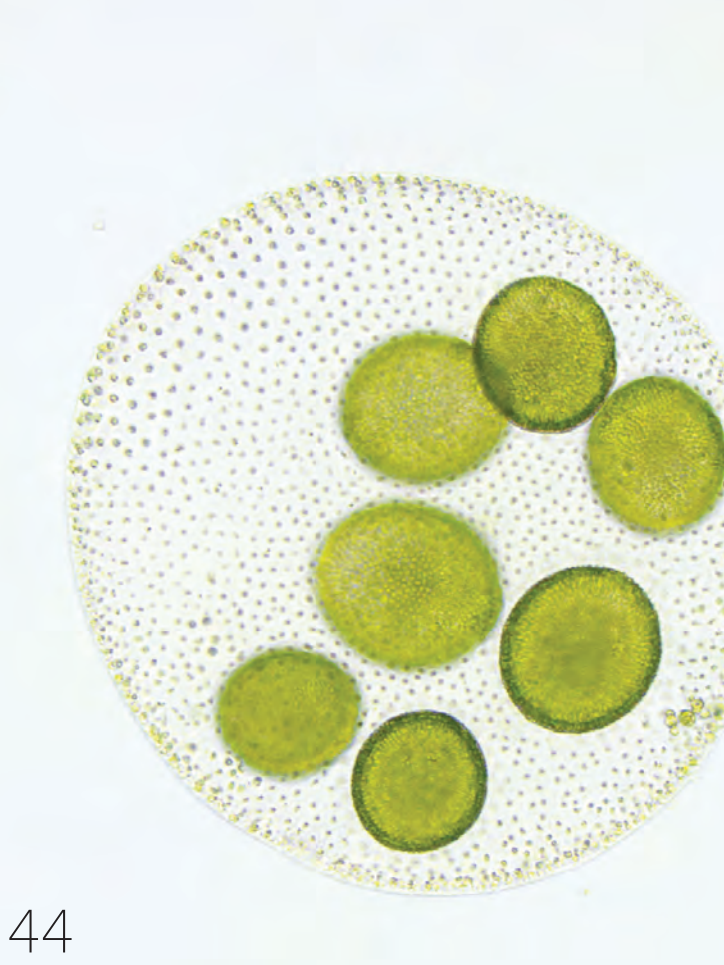
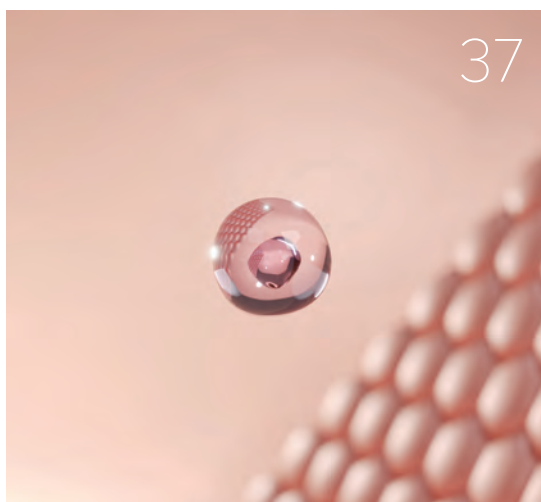
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We know you work hard and deserve a raise. But how do you share that with your clients?
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Autumn 2022



Associated Skin Care Professionals Skin Deep magazine (ISSN 1941-2495; USPS-024-571) is a quarterly magazine published by Associated Skin Care Professionals, 25188 Genesee Trail Road, Suite 200, Golden, Colorado 80401. Periodicals rate postage paid at Golden, Colorado, and additional offices.

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Hello. Goodbye.

Jen Anderson, *Editor*
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New beginnings can be tough. But they're also a time of excitement, wonder, and hope. As I begin my journey with *ASCP Skin Deep* as the new editor, I am filled with all of these emotions. Yes, it's daunting to fill the large shoes Mary Abel left behind, but I'm also excited for the future of this publication and the endless possibilities in front of me. I firmly believe this is how you should approach the fall season. Rather than letting it be a time of hunkering down and feeling sorrow about the end of summer, let this season be your opportunity to face the mysterious future head-on.

We'll get you started with a few ideas. On page 58, you'll find Lisa Bakewell's feature "What Sustainable Beauty Means for You and Your Business," where she unpacks the complicated issue of sustainability in the beauty industry and how we can look forward while repairing some of the damage done.

To give your business a fresh start, I encourage checking out page 78 for Patti Biro's article "Pay Raise" on why, when, and how you should raise your service prices. It might be nerve-racking at first, but with Biro's advice, you'll be well-equipped to bring home the paycheck you deserve.

As for your clients' skin? There is so much innovation to get excited about this fall, such as trendy ingredients like plant stem cells (page 44) and refreshing information on pH and its importance in skin care (page 68).

From my new beginning at ASCP to your new adventures this season, may we all find the thrill in the unknown.


JEN ANDERSON

I've never been great at saying goodbye, but just as the changing seasons are inevitable, so are changes in life. And so, I leave *ASCP Skin Deep* in the capable hands of Jen Anderson, who I know is excited to keep bringing you the news and articles you've come to expect from your member magazine.

I'm so grateful for these past seven years, during which I've learned so much about the wonderful world of esthetics, met so many of you at trade shows and conferences, and—hopefully—helped every ASCP member move their career forward.

I wish you every success.


MARY ABEL

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repechage.com



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Associated Skin Care Professionals

Skin Deep

Autumn 2022

ASCP Skin Deep supports, challenges, and educates today's skin care professionals as they help clients lead healthier, more confident lives.

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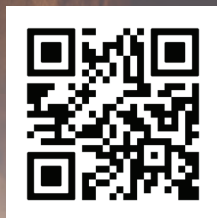
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ASCP Blog

“How an Esthetician Can Build a Clientele”

Get actionable tips from an esthetician who’s always booked—how to look the part, upsell services and products, book the next appointment before a client leaves your spa, and so much more. Learn how to fill your book and grow a stable career.

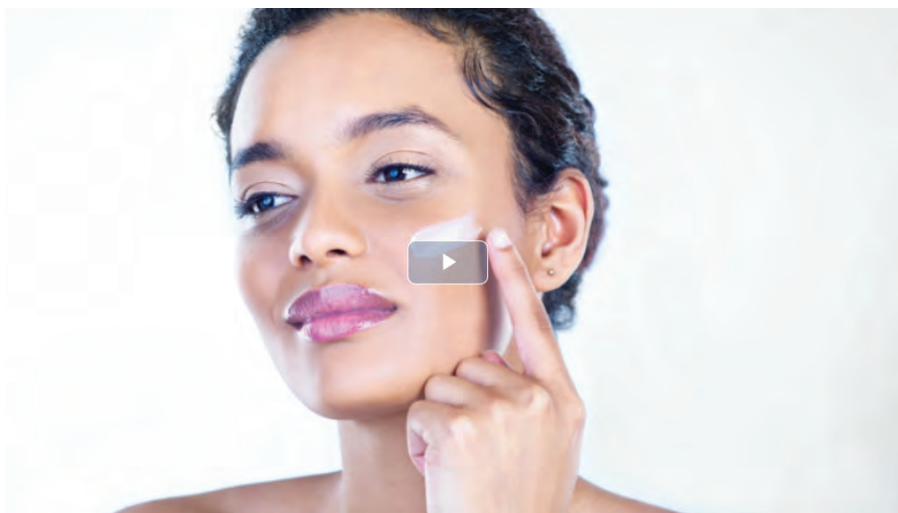
ascpskincare.com/updates/blog-posts/how-esthetician-can-build-clientele



“Green, Clean, and All Natural”

The *clean beauty* movement is sweeping the industry, but what does it really mean? Unfortunately, “greenwashing”—when a product claims it is natural, plant-based, eco-friendly, sustainable, or organic when it is not—has become a common practice in the industry. Find out what it really means to be clean.

ascpskincare.com/updates/blog-posts/green-clean-and-all-natural



ASCP Education

“The Science of Ingredients and Your Skin”

Watch as Benjamin Knight Fuchs, RPh, founder of Truth Treatment Systems, discusses the science of skin care ingredients that have therapeutic benefits with minimal side effects. Learn about “biogenic” ingredients—substances that mimic nutrients already produced by the body.

ascpskincare.com/members/education/webinars/skin-physiology-ingredients/science-ingredients-and-your-skin



Scan here to watch.

ASCP Esty Talk Podcast



EPISODE 134

“Demand for Ingestible Skin Care Is On the Rise”

There seems to be a lot of talk about ingestible skin care—supplementation formulated to increase the health and well-being of the skin. This episode discusses what constitutes ingestible skin care and whether it provides more benefit than topical products.

ascpskincare.com/podcasts/ep-134-demand-ingestible-skincare-rise

EPISODE 137

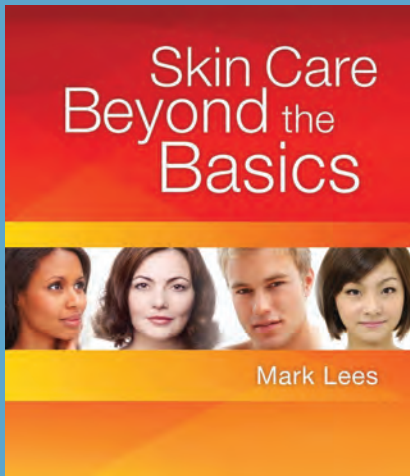
“It’s Not Me, It’s You: Breaking Up with Your Clients”

When you’re eager to build your business and generate revenue, breaking up is hard to do! Of course, not every client relationship is a good one. Join Maggie Staszczuk and Ella Cressman in this mailbag episode as they share your stories about the right time to fire a client.

ascpskincare.com/podcasts/ep-137-mailbag-it-s-not-me-it-s-you-breaking-your-clients

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He wrote the book on advanced skin care.



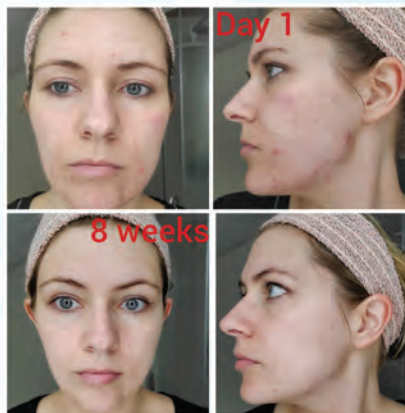
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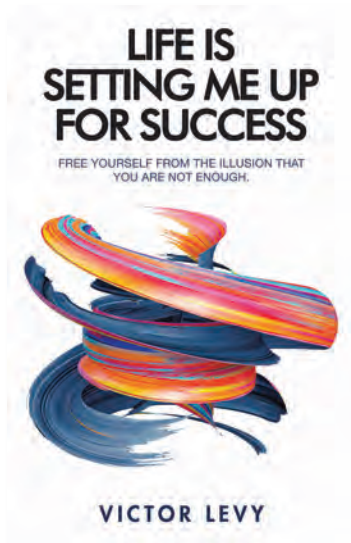
FASTEN, an Innovative Beauty Group (IBG) company, has introduced its REfill REuse REpeat, a sustainable, refillable cosmetic jar system ideal for cream skin care and makeup products. Available in a standard 50 ml cream jar size, the system combines high-end appeal with eco-friendliness.

The jar is made entirely of one material—recycled polypropylene—and all parts are fully recyclable. The concept comprises a lightweight, open outer-jar base in conjunction with an ultra-light, thermoformed refill cup. The refill is inserted inside the base with one click and removed just as easily. To distinguish between creams, differing colors can be used for the refill cup.

The company also provides customers with innovative and responsible custom and turnkey solutions that include design, sourcing, formula development, bespoke packaging, and accessories for color cosmetics, skin care, hair care, and gifts with purchase.

fasten.nl





Insights to Success

Even after achieving success in the L.A. fashion industry, traveling extensively, and working with millionaires, author Victor Levy had a startling conclusion: His goal-oriented lifestyle was leading nowhere. This drove him to go on a journey of growth and self-discovery, eventually inspiring him to write *Life is Setting Me Up for Success*.

In his book, Levy takes an in-depth look at success, discussing what it is and what isn't. He offers insights from day-to-day life, relationships, consciousness, yogic philosophy, society, and modern science to shift the reader's perspective from living a life of constraints to expanding to full possibility.

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antedotum.com



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osmosisbeauty.com



Dynamic Duo

Sorella Apothecary recently introduced two new products: The Boost and Resurfacing Elixir. The Boost is a professional partner-exclusive product for use as a stand-alone treatment or to enhance peels. It's a 4 percent retinol that encourages healthy skin turnover to visibly reduce signs of aging and pigmentation. The Resurfacing Elixir maximizes results from this treatment. Potent retinaldehyde and corrective ingredients encourage cell turnover, boost collagen production, and lighten hyperpigmentation.

sorellaapothecary.com

Industry Optimism

Based on over 400 responses from a survey of beauty professionals, *American Salon* magazine's first *American Salon* Business Sentiment Survey found that the industry is optimistic about the future, even with all the changes made in the way businesses are run since the start of the pandemic. Many respondents reported they are taking on fewer clients, raising prices, and actively looking for new employees. Some said they reduced their retail offerings to focus on top sellers. The most common adjustment? The necessary fierce attention to cleanliness and hygiene.

Overall optimism was because consumers are returning to beauty professionals and ready to spend money.

"We are in the business of making people feel good, feel important, feel accepted, and feel better about themselves . . . there's not a lot of that anywhere else," says one respondent.

"We are very important people in the time of crisis, and we make clients feel good and look good, and for little cost," says another. Read the full article at americansalon.com.

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Rosacea and Skin of Color

Gaps in knowledge and clinical practice are contributing factors to the underdetection, misdiagnosis, and delayed diagnosis of rosacea in People of Color, according to findings from a study by Khalad Maliyar and Sonya J. Abdulla published in *Drugs in Context*. The main study limitation is the lack of information regarding rosacea in patients of color.

“Having a higher index of suspicion for rosacea among patients with darker skin and real-world clinical strategies for recognizing and managing this disease may support timely diagnosis and appropriate management,” the investigators write. “This may help reduce the disparities in managing rosacea across our diverse patient population.”

Read the full article at doi.org/10.7573/dic.2021-11-1.

Balneotherapy

bal-nē-o-ther-ə-pē

NOUN

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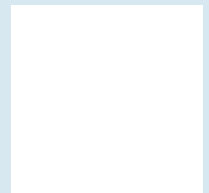
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Hopeless

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“

IT'S SO
MENTALLY
TAXING”

“

I FEEL
DIRTY, UGLY,
AND
DEPRESSED”

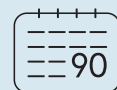
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respondents shared how
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in a National Survey
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Gross

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The Future of Esthetics

With the goal of helping the beauty industry understand developments driving today's esthetics market and highlighting key trends, Allergan Aesthetics recently published "The Future of Aesthetics" global trends report. The report was commissioned by Allergan Aesthetics and independently developed by specialist trend forecasting agency Wunderman Thompson Intelligence.

According to the report, consumer interest in medical esthetics continues to rise, with the number of dermal filler treatments worldwide growing by almost 2 million between 2017 and 2020.

"This report helps us understand what is driving esthetics today and what will shape the esthetics industry of tomorrow," says Carrie Strom, senior vice president of AbbVie and president of Global Allergan Aesthetics. "The input we received from practitioners and consumers provides a unique view of what tomorrow may hold for esthetics. It's an exciting time to be in this industry and we are thankful to our partners who participated in this important study." allerganaesthetics.com



Congrats to Elina Organics

We would like to apologize for a misprint in our last issue featuring the ASCP Skin Deep Readers' Choice Awards. The correct winner of Honorable Mention in the Organic Line category is Elina Organics. Congratulations to Elina Organics and all the other winners! For the full list of winners, read the summer 2022 issue of ASCP Skin Deep.

ascpskindeedigital.com/i/1472077-summer-2022



Healthy Trio

Australia-based Ultracuticals offers three new products to promote healthy skin. The Ultra UV Protective Daily Mineral Defence SPF 50+ is a good option for daily protection, providing broad-spectrum SPF in a lightweight formula that does not contain nanoparticles.

For added nourishment and protection, the Ultra Protective Antioxidant Complex is an advanced serum formulated with a powerful complex of antioxidants. Designed to complement daily SPF protection, the serum provides protection against non-UV environmental stressors. For a spritz of hydration throughout the day, the Ultra Hydrating Skin Mist is a multipurpose face mist that helps soothe, refresh, and soften the skin. ultracuticals.com

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Extraction

ik-strak-shən

NOUN

The process of removing sebum, bacteria, dead cells, and other waste from the skin follicle.

Dark Spots Beware

The Pigment Gel Pro from PCA Skin has been clinically proven to reduce dark spots in just four weeks. Powered by PCA Skin's proprietary SynerPro Complex and free of hydroquinone, this advanced formula can be used morning or night to deliver optimal results around the clock.
pcaskin.com



Luxe Relaxation

Luxury silk manufacturer LILYSILK launched a collaboration with Japanese artist and photographer Mika Ninagawa on a new floral collection, featuring pajama sets, bedding, eye masks, and scrunchies. Offered in a variety of designs, these pieces are fresh additions to your retail offerings.
lilysilk.com





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Shelley Hancock

LICENSED ESTHETICIAN SINCE 1988

SKINCARE CENTER OWNER SINCE 1990

STRESS CAN STUNT YOUR BUSINESS SUCCESS

Here is what I know for sure about stress in the workplace: it is the surest way to stunt the growth of your business. Seriously! Think of stress as a virus that anyone near you can catch. If your client catches that virus, they most certainly will not be coming back for more!

Have you ever heard that saying "Leave your baggage at the door you can pick it up when you leave"? That's exactly what we Estheticians need to do each day as we show up at our Spas. Leave whatever issues you have going on in your life outside. Stop and take a moment before you walk in the door. Take a deep breath and let it all go. Hopefully your day will go so well, you will not be so quick to pick it back up as you head out the door at the end of the day.

Here is one simple example of something I do during the workday when I feel my energy moving into stress mode. I think about or look at something that makes me happy. It could be a picture of your child, the thought of how special your mate makes you feel, the taste of your favorite piece of chocolate or glass of wine or the image of you romping on the beach in Hawaii. You get the idea, right? I have a cute picture of my dogs as the background on my computer, so whenever I start to stress, I simply walk over to my computer for a quick smile. Looking at that picture makes me instantly feel better.

People can feel energy. They feel the energy that you emit. They might not be truly aware of what it is, but they feel something is off and they do not want to be around it. Our Spas are supposed to be an environment for the client to escape the stresses of their lives. Let us do whatever we can to create that environment and keep it that way.

How fortunate are we to work in that type of environment? To grow and prosper in your esthetic career, take advantage of this and just "let it go" if even for a few hours!!

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Seeking Sustainability

In recognition of the importance of a sustainable spa and wellness community, the first International Therapy Examination Council-accredited Sustainable Spa Practitioner Course is now also endorsed by the World Spa Organization.

The comprehensive online course provides wellness practitioners with fundamental, hands-on knowledge of sustainable business practices and treatment choices for the greater benefit of their industry and clients and, ultimately, for the preservation of our natural environment.

Featuring expert videos, sample policies and reports, an online forum, and access to the Greenspa Calculator (a sustainability audit app), the course is an excellent resource for professionals who are ready to implement sustainability into their practices. Learn more and register for the course at sustainablebspapractitioner.com.

Sustainable Spa Practitioner
Static online course



Natural Beauty

Sapelo Skin Care founders Cindy Edwards and Stephanie Duttenhaver challenge the traditional belief that retinols, hydroxy acids, and other caustic skin care acids are the gold standard for skin regeneration and antiaging. A strategic alternative for all ages, Sapelo Skin Care's luxurious product line is crafted from Southern-inspired ingredients, such as magnolia oil and gardenia stem cells. The serums, creams, cleansers, and masks use natural, organic marine and botanical ingredients from labs in Savannah, Georgia.

Sapelo Skin Care replicates the body's immune response with biologically active peptides and cell-signaling molecules. Used twice daily, the products initiate healthy cell production, resulting in plump, radiant skin.
sapeloskincare.com

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- 3 pc full size oncology safe products and approved samples
- Exam and certificate of completion



"Thank you Becky for the gift of knowledge you've given me. I love making a difference! "

-Anthony

"I am a huge believer in the power of compassionate touch and hugs. My mum passed away in 2020, but we had what we called "hug therapy" throughout her illness. Thanks again for inspiring me."

-Gillian

Exciting news:
Prescribing Wellness pilot program is starting on Oct. with a large hospital group. We will need oncology-trained Estheticians in every state for 2023. So, if you've been thinking about adding this training - now is the time!

*Come change
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www.OncologySpaSolutions.com





Esty Talk

How can you—and the beauty industry as a whole—become more sustainable?

Simplify ingredients, use naturally sustainable ingredients, and put more focus on the product rather than the packaging.

@bestofskincareus

There may be some minor changes we can make [in our practice], such as using towels instead of sponges; but, in some instances, I don't think we can reduce much due to the need for sanitary single-use consumables that help keep our clients and services safe.

@spa_joli_belle

I lower the amount of electricity used when I'm away from the office. I unplug and turn off everything—except the heat and AC, but it's set reasonably for efficiency.

@glamorousbliss

I like the idea of recycling programs for used products—in which clients can] exchange for a percentage off. Plus, buying as locally as possible to reduce the carbon footprint, and [swapping] plastic packaging for glass and paper.

@cedarandpearlskin

I would love to see more brands do a package recycling program.

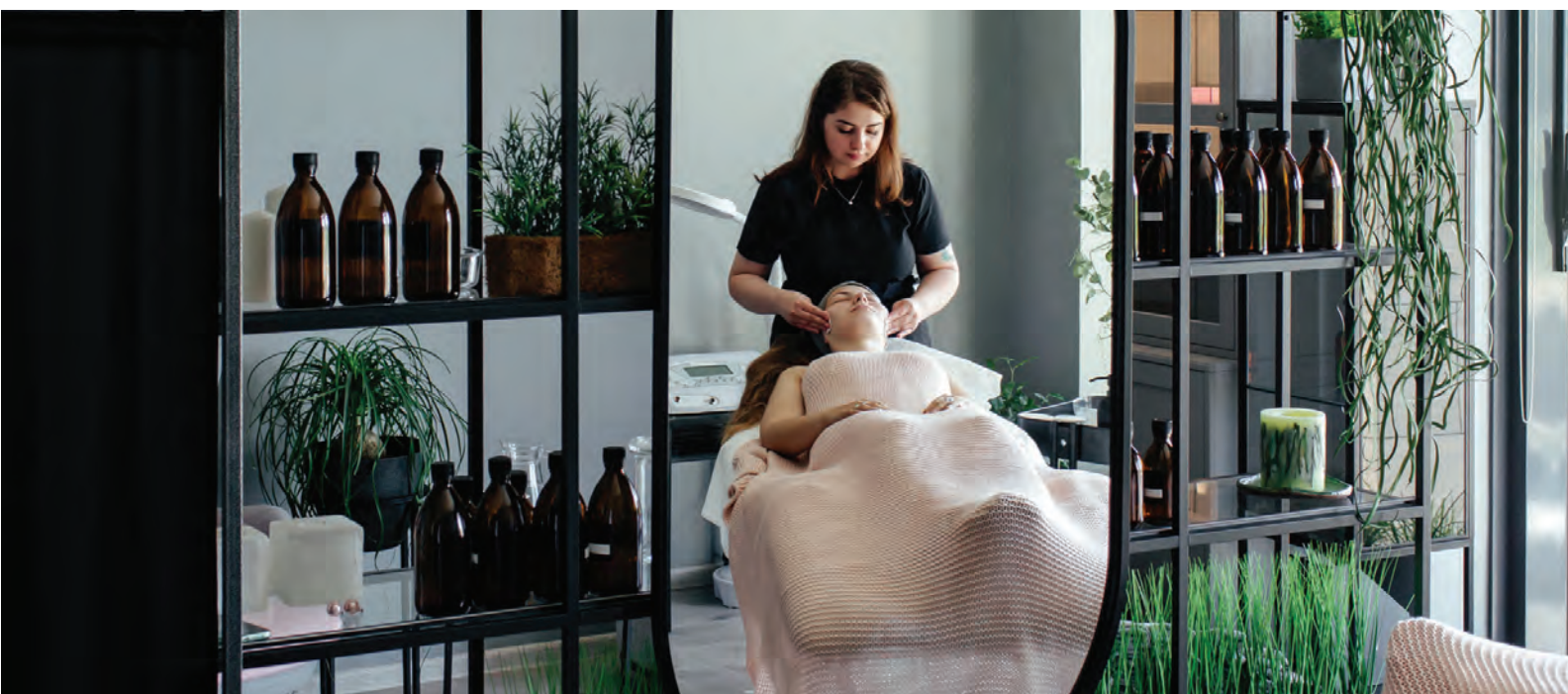
@carmellasbeautybarllc

Our [business's] focus is in being as eco-friendly and sustainable as possible! It's really about not being wasteful and using each item with purpose. We let our clients bring back their products when they are finished so we can recycle them. Plus, our lash cleanser is refillable, and we give [clients] \$5 off if they bring it back to be refilled. Also, we do almost all our [intake] forms online—it's a lot easier to organize.

@solanaaestheticsllc



Scan here to listen to the ASCP Esty Talk Podcast.



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Apple Orchard Enzyme

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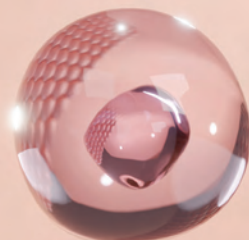
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The Essential Epidermis

Ingredients for cellular health on every level

by Tina Buckley and Michael Shuey

WE ALL KNOW THE SKIN is the largest organ of the body. The outermost part, the epidermis, is the esthetician's area of expertise and the part of the skin we can directly affect. Each layer of the epidermis has an important job, and professional treatments, as well as home care, can support each layer.

When addressing client concerns, it's critical to remember what each layer does. As estheticians, we sometimes tend to focus on the surface of the skin without addressing the root cause of what's happening. Understanding the mechanisms of each layer and how specific ingredients can help gives an expanded view of how we interact with the skin—both in and out of the treatment room.

STRATUM GERMINATIVUM

Also referred to as the basal layer, this is the innermost layer of the epidermis. The single-cell layer contains

skin stem cells, which divide to create more stem cells and keratinocytes (skin cells). Keratinocytes make up 95 percent of the epidermis. That's a lot of skin cells! These cells transform dramatically as they travel through the different layers of the epidermis. Having healthy cellular membranes from the beginning will create skin cells that thrive on that journey.

The stratum germinativum is also home to melanocytes, which produce the skin's natural pigment. Melanocytes are an essential part of the skin's protection and wellness. They are particularly sensitive. When melanocytes are functioning correctly, we have even skin tone and proper shielding from ultraviolet radiation (UVR) protecting cellular DNA. When melanocytes are distressed from trauma, hormones, or sun exposure, hyperpigmentation and hypopigmentation can occur. Following are some ingredients to support the health of the stratum germinativum and the cells that reside there.

A next-generation, *age-defying* moisturizer

Bio-Renew EGF Cream is clinically proven to reduce wrinkles,
fine lines, dark spots, and redness in 30 days or less*

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REPORTED SOFTER, DEEPLY HYDRATED
SKIN IN ONE MONTH*



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GROWTH FACTOR



PHYTO-RETINOL
COMPLEX



BIO-RECOVERY
PEPTIDES

glo
SKIN
BEAUTY



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TO DISCOVER

*Results based on a one month independent clinical study conducted on 29 volunteers.

Essential Fatty Acids

The human body does not create essential fatty acids (EFAs). Therefore, we must get them from food, supplements, or topical application to support the health of the cell membranes.

- Support flexibility, fluidity, and cell membrane permeability
 - Influence cell-to-cell communication of all cells
- Omega-3 and omega-6 are key for skin health and often found in topical formulas

OMEGA-3

Sources include rose hip seed oil, kukui nut oil, macadamia nut oil, and hemp seed oil.

- Reduces inflammation
- Improves skin barrier
- Increases hydration

OMEGA-6

Sources include sunflower, safflower, soybean, and olive oil.

- Improves wound healing
- Boosts moisture, firmness, and elasticity
- Helps treat acne

Tyrosinase Inhibitors

Tyrosinase is the enzyme that stimulates the melanocyte to produce melanin.

There are effective ingredients that work to suppress this enzyme to help with pigmentation concerns.

L-ARBUTIN

- Inhibits the tyrosinase enzyme to suppress melanin production
- Naturally derived from the bearberry
- Can be lab-created as alpha-arbutin
- Safe alternative to hydroquinone
- Helps brighten skin and lighten postinflammatory hyperpigmentation and melasma

STRATUM SPINOSUM

The stratum spinosum, or the “spiny layer,” is just above the stratum germinativum and is the thickest layer of the epidermis. The stratum spinosum contains special cells called Langerhans cells, which are the “bodyguards” of the skin. The Langerhans cells are our first line of defense against viruses and antigens. These dendritic cells of the immune system identify antigens and signal an immune response within the epidermis and the whole body. They need vitamins to stay functional and healthy. Pigmentation of the keratinocytes also occurs in this hard-working layer. The dendrites of the melanocytes extend into the stratum spinosum, delivering packets of melanin called melanosomes. These

packages travel through the dendrites and are received by the keratinocytes for color and protection against UV damage. Here are just a few of the ingredients that help supplement the cells of the stratum spinosum.

Hyaluronic Acid

- Holds up to 1,000 times its weight in water
- Enhances barrier function for cellular protection
- Safeguards against transepidermal water loss (TEWL)
- Has water-pulling qualities to keep skin hydrated

Vitamin C

This well-known antioxidant fights free radicals and comes in many forms.

L-ASCORBIC ACID

- Protects against oxidative stress
- Provides antioxidant support

TETRAHEXYLDECYL ASCORBATE

- Brightens skin
- Provides DNA and UVR protection

MAGNESIUM ASCORBYL PHOSPHATE

- Inhibits melanin production
- Promotes collagen synthesis

Kojic Acid

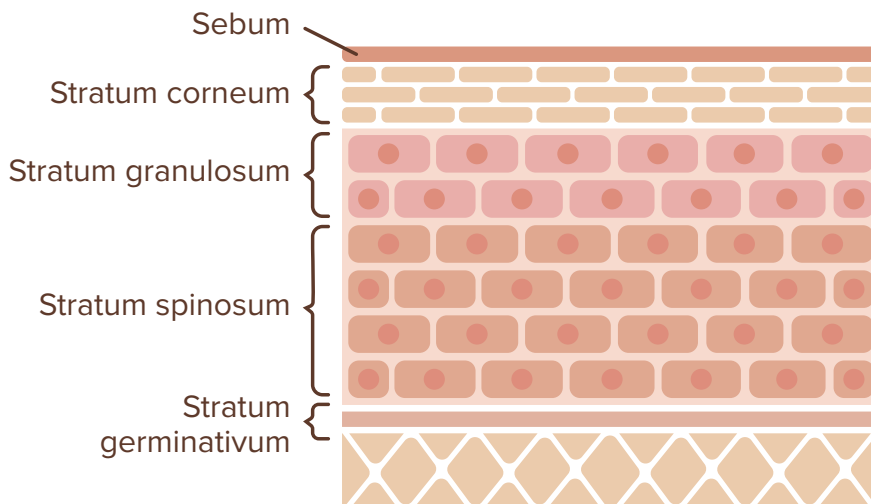
- Naturally brightening ingredient derived from mushrooms
- Inhibits tyrosinase enzyme by lightening existing pigmentation and targeting melasma

STRATUM GRANULOSUM

This is a fascinating layer. It has a very important job in providing lipids and proteins to support epidermal integrity. This is the layer where the skin’s natural moisturizing factor (NMF) is created.

Known as the granular layer, the stratum granulosum is where keratinization occurs. Keratinization is when keratinocytes start to lose their nuclei and cytoplasmic organelles, and the skin cells begin to lose their

The Layers of Human Skin

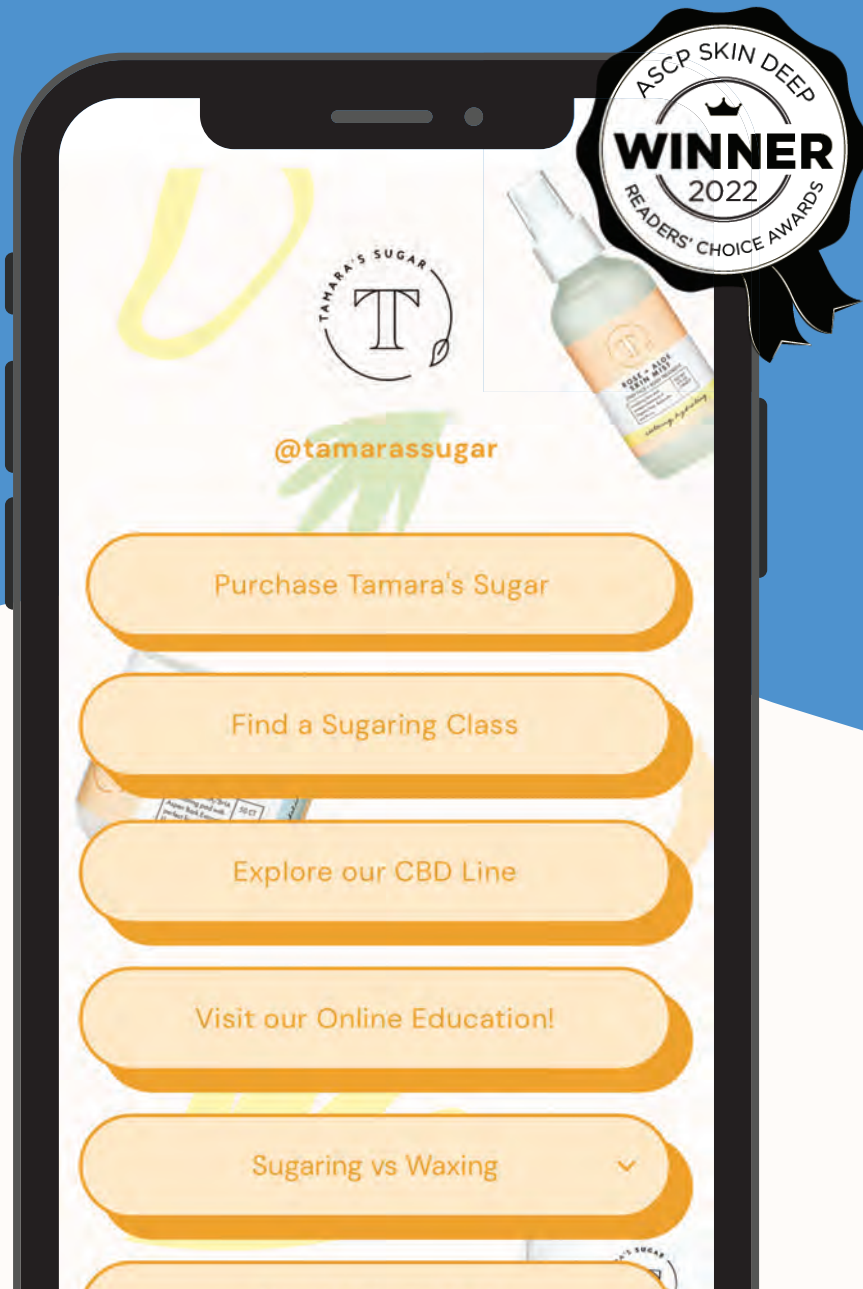




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contents and flatten out to become corneocytes. Keratinization is important for slowing TEWL, waterproofing the skin, and creating a buffer between the lower and upper layers of the epidermis. Here are the key ingredients in skin care formulas that help support the function of this amazing layer.

Seaweed Extract

- Contains natural amino acids and polysaccharides for optimal hydration
- Rich source of vitamins and minerals that provide antioxidants for cellular support
- Creates a protective film to increase the skin's barrier function and protection

Sodium PCA

- Constituent of the skin's NMF
- Exceptional moisture-binding capabilities
- Highly water absorbing; hydrating powerhouse
- Noncomedogenic, nonallergenic

Ceramides

PHOSPHOLIPIDS

- Improve barrier repair and function
- Natural component of cell membranes that regulate permeability for cellular health

SPHINGOLIPIDS

- Balanced epidermal lipids that are moisturizing and cell regenerating
- Help emulsify oil and water components of the epidermal bilayer

STRATUM CORNEUM

The stratum corneum (the “corny layer”) is the layer of the epidermis we see and touch every day. This is the final destination of the keratinocyte. It is the outermost layer of the skin and needs to be strong and flexible to be healthy. Think of this layer as our physical armor. It protects us from allergens, pathogens, and injury. It's kind of a rock star!

This layer is comprised of 15–20 layers of dead skin cells and sheds naturally every day due to a critical function called desquamation. Your skin cells are programmed to desquamate, and this process requires optimal cell health, hydration, and nutrition beginning at their birth in the stratum germinativum. If our skin cells don't shed, it can create concerns such as hyperkeratinization (cellular buildup), acne, and more noticeable fine lines and wrinkles. Regulated desquamation requires hydration (most importantly, water), along with gentle exfoliation for a strong stratum corneum. Check out these skin care ingredients to support your outermost layer of skin.

Deuterium Oxide, DO₂ (Heavy Water)

- Provides higher levels of hydration; more than regular H₂O
- Higher resistance to evaporation
- Reduces cellular stress
- Elevates functions of other humectants such as hyaluronic acid

Fructooligosaccharides

- Support healthy probiotic bacteria on the skin
- Strengthen skin's immunity, improves microbiome, and protects against pathogens
- Increase hydration

Alpha Hydroxy Acids

Alpha hydroxy acids (AHAs) loosen and dissolve the glue-like substances that hold skin cells together.

GLYCOLIC ACID

- Increases desquamation and exfoliation
- Smooths out fine lines
- Refines pores
- Improves texture

LACTIC ACID

- Enhances exfoliation
- Hydrates
- Improves uneven hyperpigmentation

Sunscreen

One skin care product that is important for all the layers of the skin is sunscreen with broad-spectrum protection and at least SPF 30. All the cells in the epidermis are affected by sun damage. That's right, all of them. The melanocytes and Langerhans cells are particularly vulnerable. UVR can permanently damage these parts of our skin, leading to a multitude of sensitivities.

THE RIGHT DECISION

When we decide what to use in the treatment room to address client concerns, we must keep in mind each of the skin's layers and understand how we can use skin care ingredients, whether they are from nature or created in a lab. There are so many wonderful ingredients and formulations that provide high-quality actives to function on not only a superficial level, but also a much deeper one. 📌

Resources

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Thank you Skin Deep Readers!

Award-Winning Organics...



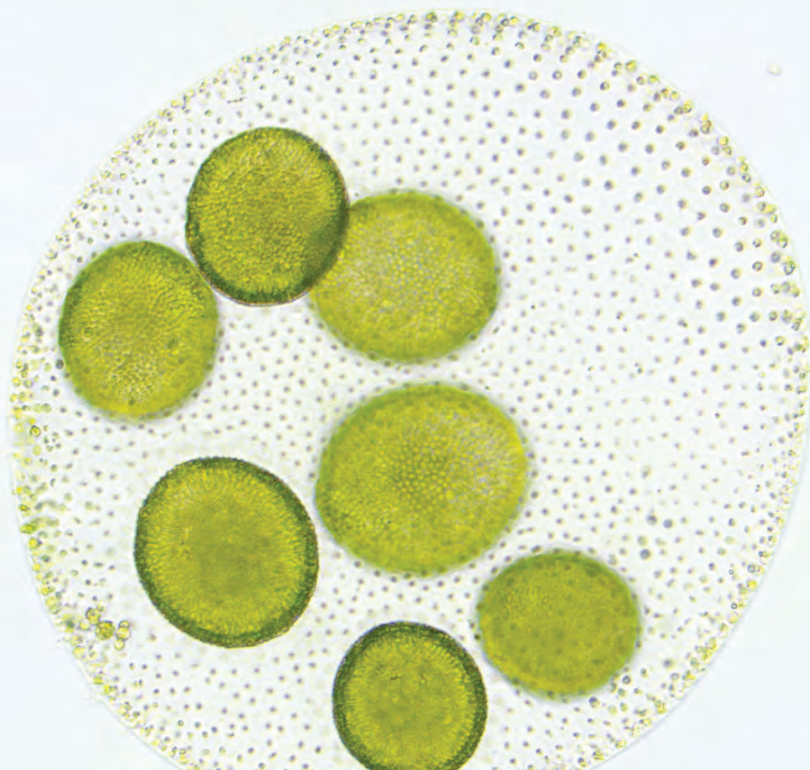
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Plant Stem Cells

Where efficacy meets environmentalism

by Ella Cressman

THERE IS NO DENYING the huge shift in demand for products that contain natural (yet effective) ingredients. This movement is rooted in a growing consciousness of toxic substances and a desire to use “safe” skin care. However, the connection between “natural” and “harmless” is not always direct. For example, poison ivy, poison oak, and poison sumac are all natural, but they’re harmful to human skin.

Another consideration is the sourcing and exploitation of natural resources in cultivating and harvesting these natural ingredients. How does this new awakening and market demand contribute to our carbon footprint? Will our desire for facial serums with extract from the rarest fruit grown in a faraway land contribute to environmental degradation?

Enter plant stem cells. They debuted in the skin care market in 2008, but they were met with much criticism due to a growing buzz around human (embryonic) stem cells and their influence on genetic expression and aging. Unfortunately, many tried to compare human stem cells

to plant stem cells with an “apples-to-apples” approach, but the two behave very differently with the skin. Now that we are armed with a better understanding of exactly how plant stem cells communicate with the skin, they are making a comeback, and the timing couldn’t be better.

What began with one plant stem cell (*malus domestica* or Swiss apple) has grown into a large selection of different plant stem cells with unique histological influences. From antioxidant supplementation to skin immunity support and melanin transfer disruption, there seems to be a plant stem cell for every skin concern.

PLANT STEM CELLS AND SUSTAINABILITY

Beyond histological influence in properly formulated products, there are great environmental benefits to using plant stem cells in skin care.

They Protect Biodiversity

Biodiversity is the collection of life that can be found in one area. It is the variety of animals, plants, fungi, and

microorganisms that work together in an ecosystem. Each element contributes to the balance and support of life. There are many instances of imbalance influenced by humans or the environment (e.g., coral reefs and chemical sunscreens).

Now, imagine the discovery of a plant with chemical constitutions full of polyphenols, nutrients, and minerals and with a profound positive influence on skin health. This imaginary plant—let’s call it “asteraceae turnbackthetime domestica”—grows in odd years only, in soil that must have a certain humidity range, and can only be harvested on cloudy days to protect its potency. One can imagine this plant would be in high demand, yet short supply. Cultivation efforts could impact the biodiversity of the area in which the turnbackthetime bush grows. Before you know it, we could wipe this plant off the face of the earth, which creates a domino effect of destruction. We don’t want to do that!

Plant stem cells are collected once, from a superior specimen, and then duplicated (for eternity). The production of nutrient-dense plant stem cell extracts is continuous and is not influenced by weather, environment, or other destructive factors. The final product is always the same potency. The supply is reliable, and the product formulations are consistent.

They are Eco-Friendly

Plant stem cell production methods require very little water for culture. This means the use of valuable natural resources is minimized without compromising the quality of the botanical extract. Because the quality of the turnbackthetime bush is no longer affected by the soil humidity or other climatic conditions, the wild cultivar can continue to grow in balance with its natural habitat.

They are Safe for Consumers

To ensure an adequate supply of the turnbackthetime bush, it may have to be cultivated. To protect the investment of the crop, it is possible that modern cultivation techniques to control insects, pests, and weeds would be performed, as well as adding fertilizers to the soil. Because plant stem cell extraction involves biotechnology, there is no need for herbicides, pesticides, or heavy metals in cultivation. As a result, there is no risk of potential contamination and then exposure for consumers. Additionally, the extract undergoes extensive quality testing at many stages of production. It could be argued that the turnbackthetime bush plant stem cell extract is the cleaner option of cultivation and harvesting.

Now that we are armed with a better understanding of exactly how plant stem cells communicate with the skin, they are making a comeback, and the timing couldn’t be better.

LOW IMPACT

The awareness of our environmental impact is rising in the beauty industry. Never has there been as much professional and consumer interest in every corner—from exposure to industry chemicals to packaging and everything in between. We, along with our clients, want to know that what we use is safe, and how we use it protects our planet for generations to come. As the popularity of plant stem cells continues to accelerate, so will the appreciation for the delicate environmental impact of these powerful ingredients. 🌱

Resources

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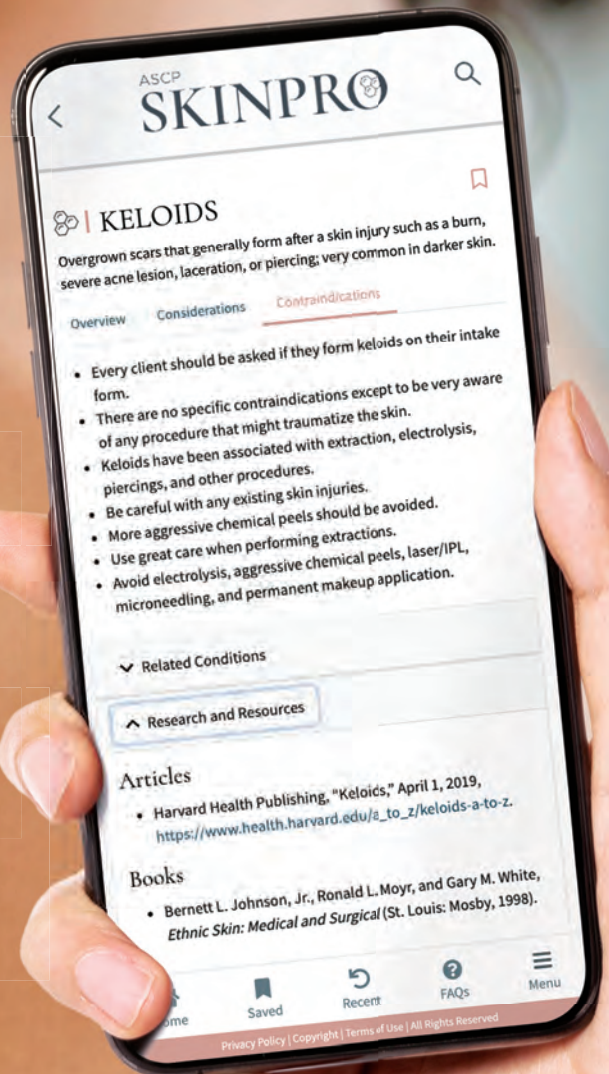
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Head of the Class

Why continuing education is key to long-term success

by Lauren Snow

THE SKIN CARE INDUSTRY is rapidly changing, and with new developments in technology, ingredients, and treatments, estheticians must stay sharp and inspired throughout their careers if they strive for long-term success.

Continuing education options in the beauty industry are seemingly endless, from tradeshow classes and manufacturer education to certifications for equipment or modalities and professional development opportunities. There is undoubtedly something for everyone at every stage of their career.

The term *continuing education* means different things to different people. On one hand, it could mean a college course on business management; on the other, it could be as simple as learning an additional skill such as lash tinting—or even taking time to listen to a marketing podcast. There's no right or wrong way to continue your education, as long as your goal to grow—in whatever way you desire—is met.

THE MORE YOU LEARN, THE MORE YOU EARN

Billionaire Warren Buffet once said, "The best investment you can make is an investment in yourself. The more you learn, the more you'll earn." When you take the time to master skills and learn



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When you take the time to master skills and learn the intricacies needed to run a successful business, you add value to what you bring to your clients, increasing their satisfaction and loyalty.

the intricacies needed to run a successful business, you increase the value you bring to your clients, increasing their satisfaction and loyalty.

YOUR NETWORK CAN HELP YOUR NET WORTH

Continuing education events are one of the best ways to connect with industry professionals. These people can become colleagues, friends, referrals, and sometimes coworkers. When you expand your business social network, more opportunities present themselves.

EDUCATION IS FOR EVERYONE

Some skin care professionals feel they don't need continuing education, while others are course collectors who will take everything to succeed. Some professionals feel like they have enough training, while others are lifelong students. With the abundance of in-person and online resources to further your education, it can be difficult to choose if and where to allot your efforts.

You may wonder if advanced training is worth the time and money to attend; the truth is, some classes are, and some aren't. We often make decisions simply based on the price, whether it's trending, and the location. Let's examine how to gauge whether a course is right for you. Following are some questions to ask yourself.

What is the return on the investment?

If there is a fee for the course, consider how long it will take for you to earn back the initial investment. In this cost analysis, include course materials and supplies. Another consideration is the amount of time required to complete the course.

Who is teaching the material?

The good news is the esthetics world has room for many passionate people who want to educate. The not-so-good news is that anyone can decide they want to teach and can offer a "certification" for something. When selecting a course or

certification, consider the credentials and reputation of the company (and person!) teaching the class.

Is it in your scope of practice?

Just because someone gives you a certificate for course completion doesn't necessarily mean you can legally conduct the service or skill taught. Be sure to check with your state board before signing up for training.

Will it benefit me?

When choosing education, consider what skills you need to take your career to the next level. If you don't have goals in mind, now is a great time to map them out. Then, think about what you need to get there. What skills do you need to develop? Are they technical skills, business skills, or soft skills, like communication, organization, or leadership?

Will it benefit my clients?

Be careful chasing trending topics and treatments without exploring whether your clientele is also interested. For example, suppose your clientele consists of a 50-plus demographic of women interested in antiaging treatments. In that case, it's probably not a savvy spend to take a course on treating acne or growing your TikTok following.

Does it excite me?

Choose topics and areas that make sense for your personal and business growth, but don't be afraid to try a class that simply piques your curiosity. The benefits of pursuing things that light your soul on fire are abundant. When you're passionate about something, it will show up in your work, giving an energetic boost to your business. 📌

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-
- UTILISING A CYSTEAMINE HCL ACTIVE AND CONTAINING NO THIOGLYCOLATE ALLOWS FOR GENTLE AND EFFECTIVE LASH LIFT/LAMINATION RESULTS, MINIMISING THE CHANCE OF OVER PROCESSING
 - VEGAN FRIENDLY FORMULATION
 - LASTS UP TO 6 TO 8 WEEKS, WITH REDUCED CHANCE OF UNRULY GROW OUT IN THE LASH GROWTH CYCLE
 - A SYNERGISTIC SYSTEM INCORPORATING RE-GEN 2.0, THE WORLD'S MOST INNOVATIVE STEP 3
 - THE UNIQUE ADDITION OF A PROPRIETARY BLEND CONTAINING BIS-4 PCA DIMETHICONE ALLOWS "POWERBOND TECHNOLOGY" WITHIN THE LASH OR BROW AND HELPS TO WORK WITH MOLECULES RESTORING DISULPHIDE BONDS & HYDROGEN BONDING OF THE HAIR DURING & AFTER CHEMICAL SERVICES

A U S T R A L I A N B O R N  G L O B A L L Y L O V E D



10 Ways to Enhance Client Experiences

by Crystal Ochemba-Powell

AS A BEAUTY PROFESSIONAL, it's easy to get consumed with sales numbers, appointments, and other administrative tasks. However, building your customer relationships and enhancing their experiences are just as important as your sales and margins. Creating an amazing customer experience is a crucial part of not only growing your business, but also retaining customers. Maintaining a positive customer experience ensures your clients are rebooking, and it can also encourage client referrals. Let's look at 10 ways to enhance your customer relationship and experience.

1. Lead with Great Customer Service. Excellent customer service goes beyond meeting your clients' skin care needs. From the moment the client calls to make an appointment, you can provide that great experience with gracious and helpful service. Continue it by offering to take their coat and bring them a beverage when you greet them at the door. Next, set the stage by answering questions about the process and starting the appointment on time. Offer the client a beverage before you get started. When the service is complete, make recommendations for their home care, take their payment, and book their next appointment. If your space accommodates it, offer the client a small snack before they head back into

the real world. It's all the small things that promote a "client-centered" environment.

2. Foster a Relaxing Environment. Create a relaxing environment by using flameless candles and providing scents, such as lavender, jasmine, mint, or eucalyptus, throughout the spa and treatment rooms. You can also dim lighting, play soft music, and add other amenities geared toward the comfort and relaxation of your guests. Entering your spa should make clients feel as though they've escaped real life for an hour—and when they feel that way, they'll look forward to their next visit.

3. Be Authentic. In other words, be yourself. Authenticity shows your client you're human. It makes you relatable. Your customers want to patronize businesses that have their best interests at heart. Being authentic means being transparent and showing up for your business as you would for a family member or loved one. Think about your brand and personal story. Why did you choose this industry and occupation? Make sure you tell your story to your clients in a way that is relatable to them. Your story can be shared during the consultation process, on your website, and in your marketing message.

4. Show Your Knowledge. When you lead with knowledge, your customers will trust you. Show your knowledge and expertise whenever possible—during your initial consultation, ask specific questions about their goals and explain how you will assist in achieving them; during the service, recommend the proper products and treatments to address those goals. As a bonus, showing your knowledge will also enable you to sell more. Clients will begin to trust your recommendations.

5. Set Expectations. When a client books with you, view it as the beginning of a relationship and a time to set expectations. Ask about their concerns and goals. Setting realistic expectations for your client will allow them to gain your trust and let them know you genuinely care about their goals as much as they do. Don't be afraid to let them know what you can and can't do. A great way to set expectations is by asking them to commit to your recommended treatment program for 90 days, then schedule a check-in to note their progress and, if necessary, recalibrate their expectations. They are trusting you with their goals, money, and beauty care. Be transparent about your pricing, refund policy, and what they can expect during their time with you.

6. Listen Intentionally. Upon greeting your client, ask them how they are doing and how their skin has been since the last time they saw you. Giving your undivided attention to fully understand your client's needs will allow you to better serve them. Try listening without interrupting or thinking about what you are going to say next. Take notes about what they say, and then follow up with clarifying questions. Showing your clients they have your complete attention will gain their trust. Showing a keen interest in the little things—like remembering a birthday or asking about their recent vacation—

A great way to set expectations is to ask clients to commit to your recommended treatment program for 90 days, then schedule a check-in to note their progress and, if necessary, recalibrate their expectations.

is a great way to show you listen. Being human and genuinely connecting with your client shows you are interested in more than their wallet.

7. Ask to Rebook. Asking clients to schedule their next appointment during the checkout process can help ensure they come back. It also eliminates the task of them having to remember to reschedule. A great way to ask them to rebook is to simply say you recommend they return in a specific amount of time to maintain results.

8. Follow Up. Following up with clients after a service shows you care about your work and your customer. It also serves as an opportunity to ask for reviews and referrals. Your follow-up

process can include an email, text, or phone call. Try implementing a survey after each client visit.

9. Recalibrate as Needed. Upon receiving client feedback, recalibrate your customer strategy as needed. Analyze what you're hearing and look for patterns. Are there services you don't offer that several clients have asked for? Can improvements be made during the checkout process? Are your clients satisfied with how they are greeted upon entering the building? It's important to make sure your brand and customer experience is cohesive. Set customer service standards with your team. Write them down and talk about them as a group. Explore ways to improve your customer experience as a team to make sure everyone is on the same page.

10. Be Accessible. Make clients feel important by being accessible. Adding tools such as an online chat function and online booking will empower clients to book and ask questions at their convenience. Just make sure you or someone from your establishment is returning phone calls and emails within 24 business hours.

I hope you'll try implementing one or two of these suggestions at a time. Remember, you are a professional who provides excellent service. Your clients see you as an expert and they trust they came to the right place. Now that they are in your door, all you have to do is make them want to stay. ☺

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What Sustainable Beauty Means for You and Your Business

Less is more when it comes
to skin *and* a healthy planet

by Lisa Bakewell





LESS IS MORE WHEN IT comes to healthy skin. And, as you constantly remind your clients, overnight miracles are not to be expected. Well, the same can be said for a healthy planet. It took more than a minute to mess up Mother Earth, so it will take some time to green her up again.

BEAUTY HAS A WASTE PROBLEM

According to a report compiled by Precedence Research, the global cosmetics market was valued at just over \$341 billion in 2020 and is expected to hit just shy of the \$560 billion mark by 2030.¹ That's an increase of more than 64 percent in 10 years—and great news for estheticians! But along with the increased demand for beauty products and services comes a lot of packaging—over 120 billion units annually, according to Terracycle²—and most of this packaging is not recycled (or recyclable, for that matter). Also, North American salons collectively generate more than 877 pounds of beauty waste every minute, according to Shane Price, founder and CEO of Green Circle Salons (GCS). This equates to more than 1.2 million total pounds of beauty waste each day. One way to address that waste is to take on sustainable practices.

WHAT EXACTLY IS SUSTAINABLE BEAUTY?

Remember when “being green” was all you had to do to claim you were Earth-friendly? *Reduce, reuse, recycle* were the buzzwords back in the day . . . way before being stuck at home due to COVID-19 confirmed to us that we're still overconsumers.

Today, *sustainability* is the new buzzword, “as 78 percent of global consumers feel that environmental sustainability is important.”³ Although beauty products are technically “cleaner” today than they've ever been, they still may not be ethically or sustainably sourced.

But what comes to mind when we think of sustainable beauty? Most of us think of packaging, which has historically been larger than needed—or made of materials that are bad for the environment. But sustainable beauty is more than just packaging. Sustainable beauty encompasses everything: sourcing ingredients, manufacturing, packaging, *and* selling. After all, the way a product is distributed can create a huge carbon footprint—even if the product is made with clean, natural, and sustainable ingredients.

SOURCING INGREDIENTS

So, how do we choose sustainability over familiarity? First, we must understand that the term *natural* is meaningless. A product can be natural and still destroy our planet. For example, palm oil and mica are natural ingredients, but they may not be sustainable if sourced from plantations where rain forests were clear-cut. Plus, Mother Earth has finite resources, and the exploitation of those resources—without considering conservation or new research and development—is anything but green.

Transparent Beauty: What Does It Look Like?

With the rise of social media beauty influencers, transparent beauty has taken on a whole new meaning. No longer are companies allowed the privilege to keep their ingredients a secret. Companies are now more inclined to transparency—about the ingredients they use and where those ingredients are sourced. And new demand is growing for manufacturing and delivery transparency too. Basically, consumers want to know everything about a product.

What About Greenwashing?

According to Alina Prax, co-owner of TellurideGlow Skin Care, “Greenwashing is alive and well.” This happens when companies deceptively appear greener than they are, especially when it comes to the use of marketing terms like *natural* and *clean*. Prax says in the US, for example, “Neither the FDA nor the USDA has rules or regulations for products labeled ‘natural.’ As a result, manufacturers often place a ‘natural’ label on skin care containing heavily processed ingredients like phthalates.”

What exactly *does* it mean to be “green” these days? According to Alina Prax, co-owner of TellurideGlow Skin Care, green beauty “encompasses being not only clean and sustainable but also natural, which begins with choosing nontoxic, certified organic, and non-GMO ingredients.” To date, TellurideGlow has blacklisted more than 1,300 ingredients to eliminate fillers, synthetics, fragrances, parabens, and other concerning chemicals from its products. Prax suggests following the guidelines of companies like Ecocert, an organic certification organization, to “create the best products and deliver them to customers in a way that has the least impact on the environment while having the highest impact on health and self-care.”

How does this impact you as an esthetician? Well, estheticians are on the front line of skin care education. “[Estheticians] educate their customers and provide them access to clean and sustainable products,” Prax says. “People often use products their estheticians recommend. This is why we believe [estheticians] play a crucial role in mainstreaming sustainability (or sustainable product use) in the beauty industry.”

Product ingredients are becoming increasingly important to your clients too. According to PowerReviews, “85 percent of consumers indicate it’s at least somewhat important to them that a beauty product is made sustainable with natural ingredients,”⁴ and “71 percent have plans to seek out and purchase more of these products in the future.”⁵ Also, “The fact that a beauty product is vegan is at least somewhat important to 51 percent of shoppers, [and] 42 percent plan to purchase more vegan beauty products in the future.”⁶

MANUFACTURING PRACTICES

The Environmental Protection Agency (EPA) defines sustainable manufacturing as “the creation of manufactured products through economically sound processes that minimize negative environmental impacts while conserving energy and natural resources.”⁷ While we might think of manufacturing as the activity that takes place in product creation, the creation of a product is just the tip of the manufacturing side of a sustainable product. Ideally, the manufacturing of a sustainable product starts at the “drawing board” during the creation phase. It’s here that decisions regarding ingredient sourcing, packaging recyclability, the weight of the product (important for distribution sustainability), and the circular use of its raw materials help cut down on energy consumption and make it safer for the environment.

PACKAGING

Beauty packaging is transforming as consumers become more educated about the sustainability of materials used and how these materials are sourced. According to Bradley and Jonina Skaggs of Skaggs Creative, the key to sustainable beauty is less packaging and more reusable packaging. However, “Until the big brands decide to make [sustainable packaging] a priority—and start to create less and more thoughtful packaging—consumers will continue to buy and create waste,” they say.

How can estheticians assist their clients in choosing sustainable products that include sustainable packaging? The Skaggses say mindful unboxing is making its presence known, but there is still room to grow. “Smaller brands [are trying], but the difficulty lies in the supply chain. The packaging providers have been super slow in grasping the importance of sustainability and reusability.

“There are a few brands we’ve worked with who asked us to help them with creating sustainable packaging by using less material; sourcing materials such as bamboo paper, banana husk paper, and hemp paper; and also minimizing the colors that are printed on the packaging . . . This is also a form of waste that most people (or companies) don’t take into consideration,” they say.

The packaging trends that provide a big impact? “Containers that are refillable—but these haven’t caught on with high-end or luxury brands, as they feel these options aren’t ‘luxurious’ enough,” the Skaggses say. “[But] this will change in the near future as the educated consumer will start to demand refillable options on all levels.” The Skaggses also feel that QR codes and customer discounts will stick. And, “Less and lighter materials, reusable packaging, or no secondary packaging at all on reorders or refills” will be an important step in the right direction.

A Cautionary Tale: Plastic Never Dies

For years, the beauty industry has relied on plastic as its go-to for packaging. And that’s bad news. Once

plastic is created, it never dies. Every piece of plastic ever created still exists. It’s not biodegradable and it never breaks down; it just breaks up into microplastic particles, which are then leaked into our soils, water supplies, and even our food. And before the enactment of the FDA’s Microbead-Free Waters Act of 2015, “A typical exfoliating shower gel [could] contain roughly as much microplastic in the cosmetic formulation as is used to make the plastic packaging it comes in.”⁸

Even scarier? Glitter! Historically, glitter has been a microplastic. Luckily, University of Cambridge researchers have found a way to make sustainable, nontoxic, vegan, and biodegradable glitter made from cellulose—and it’s just as sparkly as the original.⁹ Companies like Projekt Glitter and EcoStardust

Biodegradable Glitter (Bioglitter) are also helping solve the nonbiodegradable glitter problem.

Sure, some plastics can be recycled, like postconsumer recycled plastics (PCRs). But there are seven types of plastic used worldwide, and five are not easily recyclable. Those aren’t great odds. Typically, plastics 1 and 2 are easily and locally recycled, but plastics 3–6 are not easily recycled, and plastic 7 is never recycled. Plus, colored, complex, and small plastics can’t be recycled.

Unfortunately, personal care products and cosmetics tend to use packaging types other than 1 and 2. According to Terracycle, high-end cosmetic brands use black or dark plastic colors, which can’t be changed into other colors the way white and clear plastics can, so they aren’t recycled.¹⁰

By-Product Beauty

According to an article in *Eco Watch*, bioplastics are by-products that are good, sustainable alternatives to plastic.¹² These alternatives are derived from renewable sources, such as olive pits, sunflower hulls, fish waste and algae, plant sugars, and mushrooms.

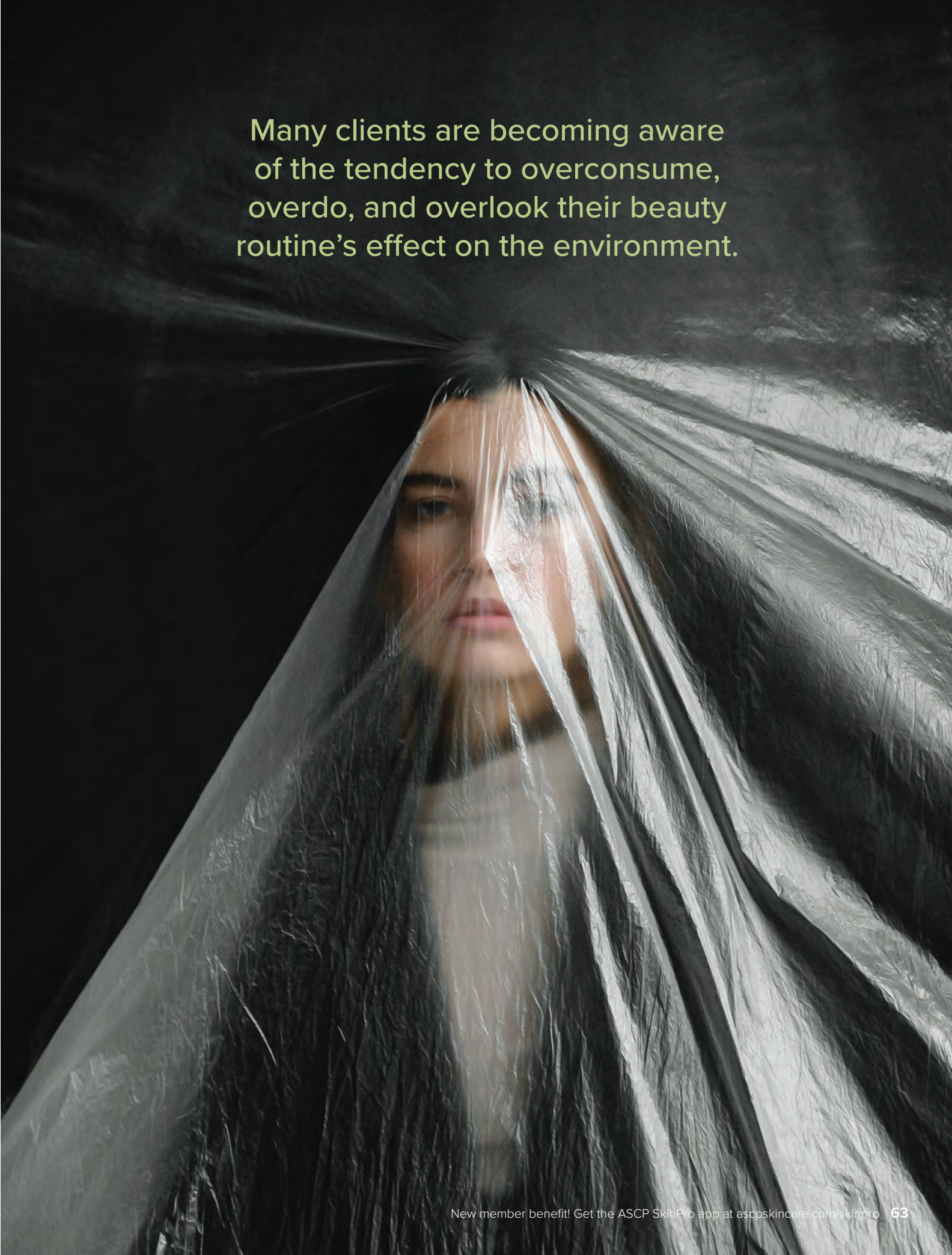
Oleuropein, from olive pits, acts as an antioxidant to prolong the life of bioplastic but is reduced to fertilizer within one year of composting. Sunflower husks are also a great source for the production of bioplastic. Fish scales and fish skin make a compostable alternative to plastic when combined with red algae. Instead of using PET (polyethylene terephthalate), plant sugars (one of the most recyclable plastics) can be used to make PEF (polyethylene furanoate), which degrades much faster than PET in industrial composting conditions.

If Not Plastic, Then What?

PCR packaging is one of the most eco-friendly uses of recycled paper, cardboard boxes, plastic bottles, and metals. For example, silicone packaging is a great alternative to plastic packaging. Although it doesn’t decompose, silicone is reusable, doesn’t release toxins, is heat resistant and flexible, and can be used as a replacement for plastic bottles.

Aluminum and stainless steel are good choices for sustainable packaging too. Most common metals can be recycled infinitely, making them a great packaging

Many clients are becoming aware of the tendency to overconsume, overdo, and overlook their beauty routine's effect on the environment.



source for cosmetics. Aluminum also has the best chance of being recycled, since, according to the recycling company Junk King, the single-most recycled consumer product in the US is the aluminum can.¹¹

Glass is another sustainable packaging option for beauty products. Glass is made of sand, limestone, and soda ash, which are limited resources but are also plentiful. Glass is easy to recycle, and manufacturers like to use recycled glass since it uses less energy than making new glass. However, it's important to note that many recycling companies won't accept broken glass.

Bamboo is best for disposable packaging, and it can be used as external packaging to wrap glass or acrylic. Bamboo is a highly renewable resource that is harvested without pesticides or insecticides. It's also lightweight, so shipping costs are cheaper.

Other sustainable products that can replace plastic include cornstarch, seaweed, beeswax, and mushroom roots. Cornstarch is recyclable, biodegradable, and nontoxic. Seaweed, which is used primarily in the food industry, is becoming a popular packaging resource in the cosmetics industry. Beeswax makes a great barrier for cosmetics, as it has antibacterial properties. And mushroom roots (mycelium) can be used as an alternative to plastic foams used in protective packaging—and they're home-compostable in 45 days.

Refillable packaging is another great idea. Refillables reduce environmental impact and can be used as a way to build client loyalty.

MARKETING FOR SUSTAINABILITY

Marketing sustainable products to clients may come with a bit of resistance, so education for marketers is important. Following are a few examples of new marketing buzzwords you might come across.



Regenerative Beauty

According to Brianne West, CEO and founder of Ethique Skin Care, “regenerative beauty” is the practice of “giving more to the planet and its people than you ever take. It’s essentially the next step after sustainability, which is replenishing what you use.” She warns that “the growing pace of climate change, following years of unsustainable practices by big businesses, makes it essential for as many businesses as possible to take the extra step of regeneration.”

Ethique’s regenerative policies include a climate-positive status and reduction of emissions wherever possible. For example, the brand’s shampoo bar uses home-compostable packaging to actively return nutrients to the soil, supports ocean protection and reforestation via the Ethique Foundation, and creates direct trade partnerships to support the growth of its producers.

“We’ve always taken the approach that as long as our shampoo bar formulations are as good as—if not better than—the liquid equivalent, then the rest will follow. All our hair care bars are salon quality, pH balanced shampoo or conditioner—never, ever soap.”

According to West, Ethique has seen a boom in business. “I think it’s all part of a growing public desire to ‘vote with their dollar’ and support businesses that share their values. The pandemic has definitely added to that, but so has increased climate awareness and the visibility of social justice movements.”

Waterless Beauty

Korean beauty originated the practice of waterless beauty in 2015 as a way to remove “filler” items from beauty products and benefit skin with more luxurious ingredients. Since water is the beauty industry’s most used ingredient, it was a great “filler” to remove. It helps to not only conserve water, but also lessen the carbon footprint of a product, since water is heavy to transport. Removing water from products also eliminates the need for preservatives to prevent bacteria growth.

But is “waterless beauty” a viable and lasting trend? West thinks so. “Concentrated products are definitely here to stay,” she says. “Ten years ago, shampoo bars becoming mainstream was unthinkable . . . Now the formulations are better than ever, and, as a result, consumers are finding it’s intuitive to wash hair with a bar.”

Circular Beauty

Circular beauty sounds fancy, but it’s simply the practice of upcycling waste products to make “new eco-conscious beauty products.”¹³ UpCircle Beauty is one company that salvages food and beverage by-products from manufacturers that are destined for landfills. Another company, Emma Lewisham, became the world’s first circular and carbon-positive beauty brand, moving its sustainability model from a linear model to a circular one. The brand is offering step-by-step guides on its website so other companies can follow in its footsteps and “help make [the] transition to a circular beauty business as simple and supported as possible.”¹⁴

Blue Beauty

Blue beauty is focused on helping brands achieve an ecologically responsible level of sustainability,

Is It *Truly* Sustainable? And Other Questions to Ask

According to the NYU Stern Sustainable Share Index, across all categories, sustainability-marketed products delivered \$113.9 billion in sales in 2018 and are expected to grow to \$140.5 billion by 2023.¹⁵ Here are key questions to consider when looking into the sourcing of sustainable ingredients, manufacturing and packaging processes, and marketing practices.

- What values drive the company? Are they certified cruelty-free and vegan?
- Are skin and environmental health a concern? What about ethical ingredient sourcing and worker treatment?
- What messaging is used for products? Do they practice greenwashing?
- Are they accredited by any sustainability associations? Do they support Earth-friendly organizations and charities?

Resources

Following are online and app resources to help you and your clients find sustainable businesses, organizations, and products.

ECOBEAUTYSCORE CONSORTIUM

In September 2021, 36 cosmetics and personal-care companies, including L'Oréal and Unilever, joined forces to form the EcoBeautyScore Consortium, a collaboration "to develop an industry-wide environmental impact assessment and scoring system for cosmetics products."¹⁶ The scoring prototype is expected by the end of 2022. The consortium is open to all cosmetics and personal-care companies, regardless of size or resources.

SUSTAINABLE BEAUTY CERTIFICATIONS

Following are a sampling of sustainable beauty certifications, available to companies that fall within their guidelines.

- 1% for the Planet: onepercentfortheplanet.org
- Certified B-Corporation: bcorporation.net/en-us/certification
- Climate Neutral Certified: climatenutral.org
- Fair Trade USA: fairtradecertified.org
- Forest Stewardship: fsc.org/en
- Leaping Bunny Certified: leapingbunny.org
- NATRUE: natrue.org
- Plastic Free Certification: plasticfreecertification.org
- Rainforest Alliance: rainforest-alliance.org
- Union for Ethical Biotrade: uebt.org
- Vegan Society's Vegan Trademark: vegansociety.com/the-vegan-trademark
- Vegetarian Society Approved: vegsoc.org/vegetarian-and-vegan-approved-trademarks

CLEAN APPS

- Chemical Maze: Simply look up ingredients by name or INS number, and you'll find that each ingredient is either assigned a smiley, neutral, or sad face.
- CosmEthics: The simple traffic-light system shows whether a product is deemed safe, contains potential allergens, or has a high-concern rating.
- Detox Me: Track your progress in eliminating toxic products, see tips for safer alternatives, and find simplification of confusing labels and technical terminology.
- EWG Healthy Living: Scan and analyze ingredients to see what's inside food, household cleaners, and other products.
- INCI Beauty: See how products score out of 20. The higher the score, the better.
- Think Dirty: Scan the barcode on a cosmetic product or search for products in the database to find information on what's inside products.

5 ONLINE INGREDIENT CHECKERS

- Cleveland Clinic, "Understanding Popular Skin Care Ingredients": health.clevelandclinic.org/skin-care-ingredients-explained
- CosDNA—Online ingredients database: cosdna.com
- EWG Skin Deep—Guide to safer products: ewg.org/skindeep
- INCIDecoder—Online cosmetics database: incidecoder.com
- US Food & Drug Administration, "Cosmetic Products & Ingredients": fda.gov/cosmetics/cosmetic-products-ingredients

meaning they are toxin-free, have no artificial fragrances, and are non-GMO certified. Unlike green beauty, blue beauty revolves around the impact packaging has on our marine life and the damage we inflict on our oceans.

But blue beauty doesn't stop at our shorelines. Spearheaded in 2018 by Jeannie Jarnot at Beauty Heroes, blue beauty also aims to make a positive contribution to sustainability through companies working together to become carbon and plastic negative (offsetting more waste than they create), supporting sustainable farming practices, planting trees, and giving to environmentally conscious causes.

Slow Beauty

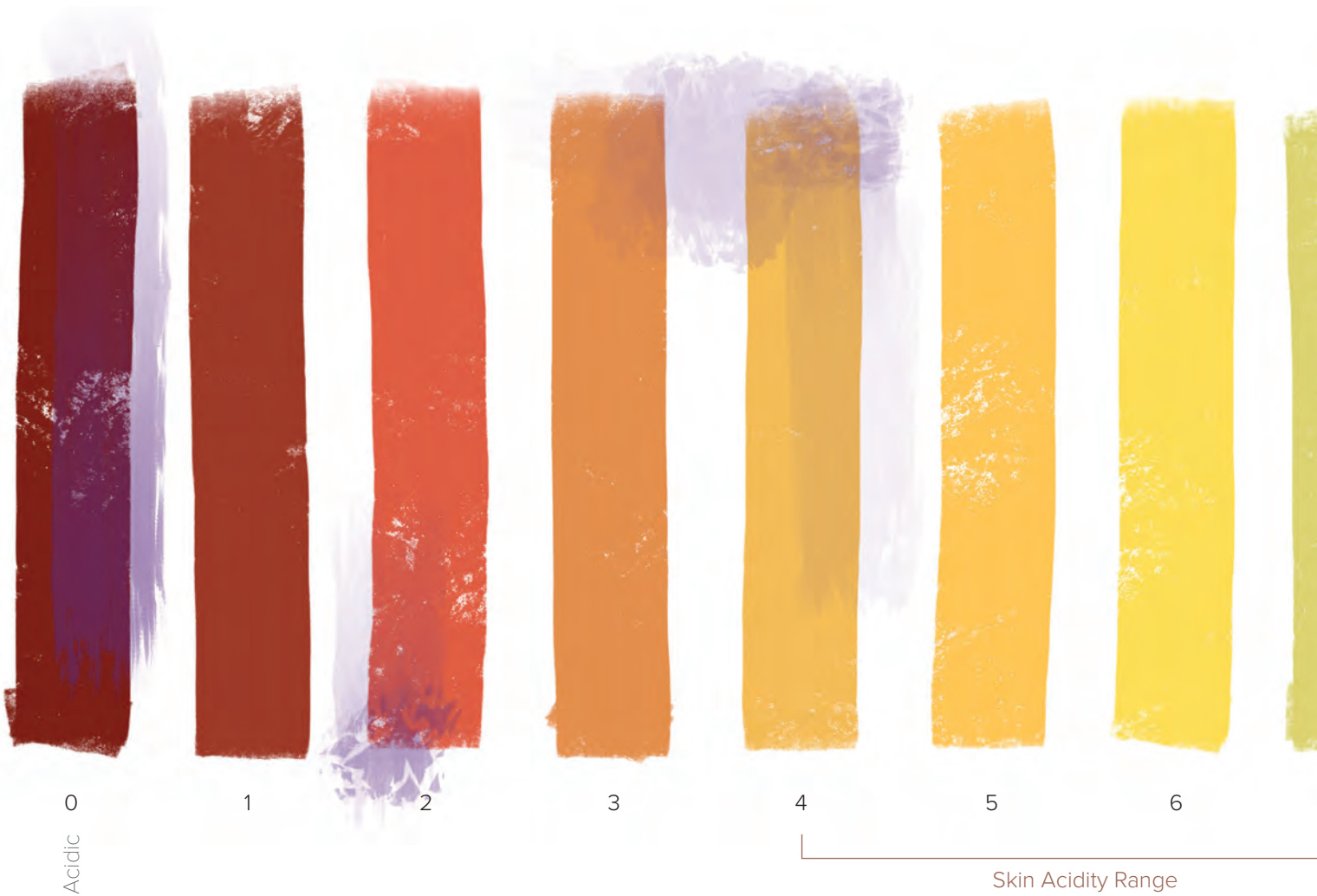
Slow beauty is all about mindfulness—using fewer (but better) beauty products with a focus on lessening product consumption and waste. Gone are the 10-step (or more) beauty routines. Many clients are becoming aware of the tendency to overconsume, overdo, and overlook their beauty routine's effect on the environment. The good news: Due to the pandemic, our slower-paced and more-conscious approach to just about everything in our lives has seeped into our beauty routines.

Whether it's considering the amount of waste your business produces on a daily basis, understanding sustainability from a place of product ingredients and packaging, or educating clients on how to move with you into more sustainable practices, sustainable beauty should be more than just a trendy catchphrase—it's a best practice. 🌱

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BALANCING ACT



The importance of pH in skin care

by Lydia Sarfati

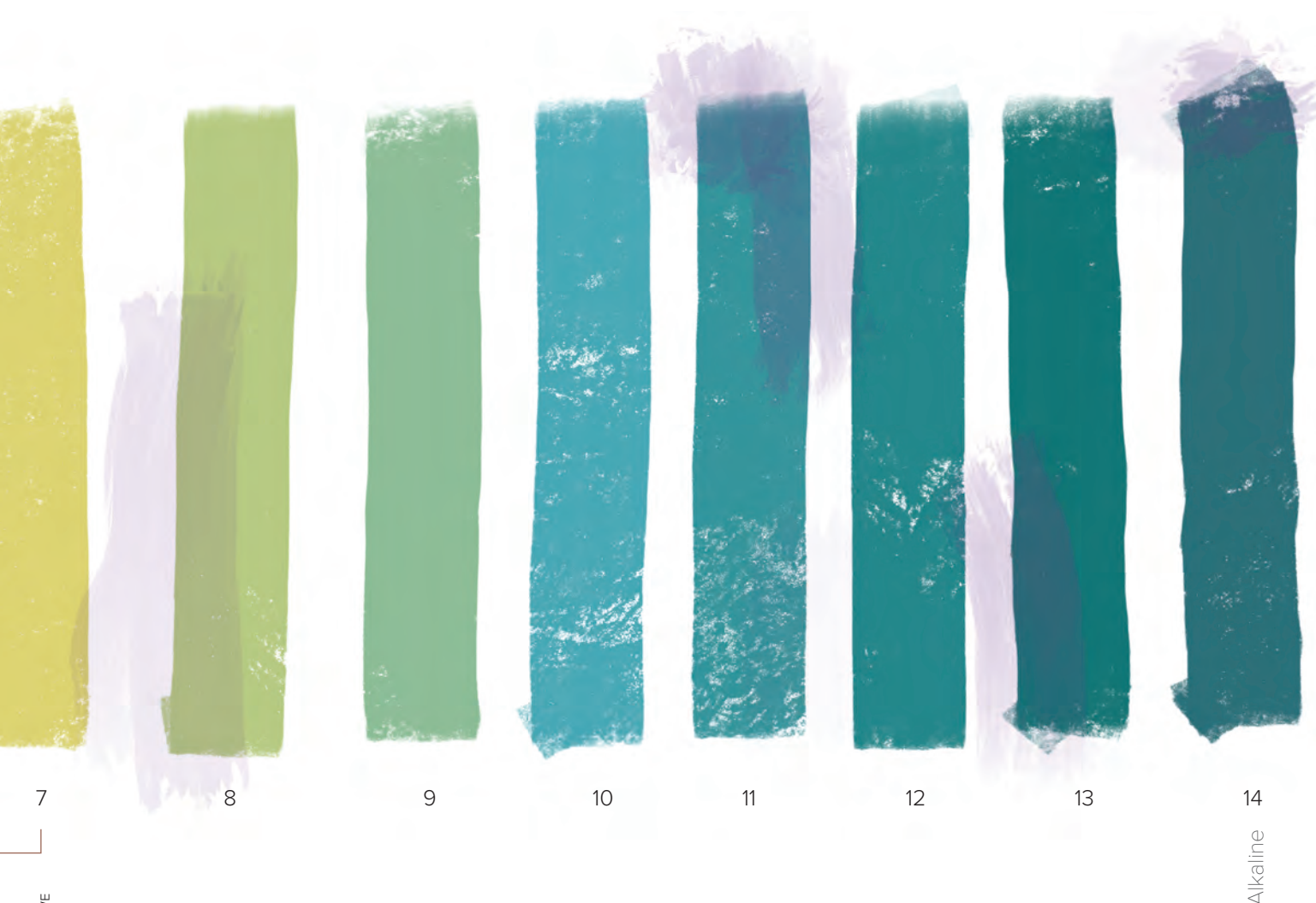
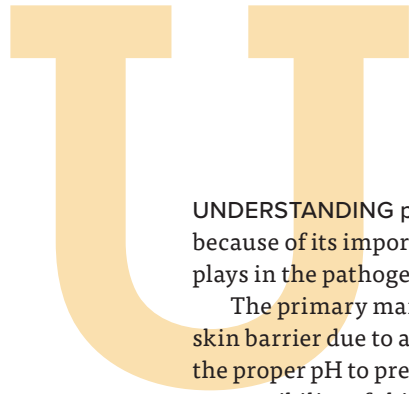


ILLUSTRATION BY AMY ROWE



UNDERSTANDING pH IS INTEGRAL to our work as estheticians, not only because of its importance to overall skin health, but also because of the role it plays in the pathogenesis of several skin diseases.¹

The primary manifestation of many skin issues is a compromised skin barrier due to an imbalance of the pH. This means that maintaining the proper pH to preserve the integrity of the skin barrier is a primary responsibility of skin care professionals. The skin barrier, known as the *extracellular matrix* (ECM), provides the skin with its major hydration properties.² This complex network of proteins that comprise the ECM has lately been defined as the *matrisome*.³

The skin's moisture barrier exists in the epidermal barrier, primarily within the stratum corneum. This barrier has many important functions, including maintaining the permeability barrier by monitoring water content; acting as an antimicrobial and immune response barrier to outside invaders such as microbial organisms; being a photo-protection barrier to help mediate the effects of ultraviolet (UV) light exposure; and mitigating the effects of oxidative stress by providing an antioxidant barrier. By maintaining proper water balance within the skin cells and mitigating environmental and microbial stresses, the stratum corneum sustains normal sloughing of skin cells and sustains the skin's elasticity.⁴ Acidic pH of the skin surface has been recognized as a regulating factor for the maintenance of the stratum corneum's homeostasis and barrier permeability.⁵

The chemical barrier, or acid mantle, has only recently been recognized as a separate level of the skin barrier that includes factors that contribute to the acidic surface pH and the natural moisturizing factor (NMF). The NMF of the skin is created from proteolysis, the breakdown of proteins or peptides into amino acids by the action of enzymes of the epidermal filaggrin.⁶ Filaggrin plays an important role in the skin's barrier function, binding structural proteins in the skin's outermost skin cells to create a strong barrier.⁷

In addition, processing of filaggrin proteins not only leads to production of molecules that are part of the skin's NMF (which is necessary for the stratum corneum hydration maintenance), but also contributes to the skin's overall pH.

THE pH SCALE

As a reminder, pH stands for "potential hydrogen" and is a unit of measurement that indicates whether a substance is acidic, neutral, or alkaline. Alkaline is sometimes called "base." Just as degrees measure temperature and inches measure distance, pH measures the amount of acid or alkali in a water-based solution. Only solutions containing water and/or those that dissolve in water can have an acidic or alkaline nature.

A solution is acidic or alkaline depending on the number of positive hydroxide ions or negative hydrogen ions it contains (an ion is an atom that has gained or lost electrons). If a solution has more positive hydrogen ions than negative hydroxide ions, it is acidic. If it has more negative hydroxide



ions, it is alkaline. When a solution has an equal number of hydrogen and hydroxide ions, it is neutral.

The pH measurement scale ranges from 0 to 14 with number 7 as neutral. Numbers less than 7 indicate an acidic nature while numbers greater than 7 indicate an alkaline nature. The scale is logarithmic, which means each step or number increases by multiples of 10. pH 6 is 10 times more acidic than neutral 7; however, 6 is 10 times less acidic than 5, which falls in the range of the average pH of hair, skin, and scalp. So, when you are using products that are pH 6 or “only one number” away from the average pH of hair, it is actually 10 times less acidic. That’s a big difference. For example, have you peeled an orange and felt a slight tingle as the juice from the orange came in contact with your skin? That’s because the pH of an orange is approximately 2, which might be only 3 steps away from the pH of your skin (4.5–5.5) but is almost 1,000 times more acidic than your skin.

Lemon juice has a pH of 2.5, considered a strong acid. Diet Cherry Coke has a pH of 3, considered a weak acid. Meanwhile, distilled water has a neutral pH value of 7, although it’s higher in alkalinity than the ideal pH of skin. At the top of the scale is 14, which is 10 million times more alkaline than 7. Toothpaste has a pH value of approximately 8.5, while ammonia, a strong alkaline, has a pH value of 12.5.⁸

FACTORS AFFECTING pH

There are many intrinsic and external factors that can impact the pH of the skin. These include age, the part of the body the skin is on, genetic predisposition, sebum, and skin moisture.

The skin’s pH plays an important role in its barrier function. When there is a rise in pH to an alkaline level, the barrier becomes compromised. Studies have shown that elevations in the skin’s normal pH create an imbalance that

Your task as a professional esthetician is to use products that help maintain the acid balance of the skin at the 4.5–5.5 acid-range levels.



Alkaline

14

13

12

11

10

9

8

7

6

5

4

3

2

1

0

Acidic

can lead to bacterial overgrowth, sensitivities, and transepidermal water loss.⁹

Other factors that can affect the skin's pH include air pollution, antibacterial products, change in seasons, different humidity levels, cosmetics, detergents, sweat, tap water, too much exposure to sun and wind, aggressive treatments, such as microdermabrasion and acid peels, and medical treatments.

Acid balanced and *pH balanced* are two terms that are sometimes confused in the cosmetology industry. When a product says "pH balanced," it means the pH is balanced at a certain number, but not necessarily 4.5–5.5. Acid balanced means just that—balanced within the acid range of 4.5–5.5. Your task as a professional esthetician is to use products that help maintain the acid balance of the skin at the 4.5–5.5 acid-range levels.

In general, when presented with a compromised skin barrier caused by a pH imbalance, look for ingredients that work in affinity with the skin. The basic elements of any strategy for skin health are those that cleanse, moisturize, and protect from UV light. Important ingredients that could be related to acidic pH are lipids and ingredients affecting the microbiome. Products need to be formulated to have the proper pH value. During the development of products with these ingredients, their efficacy must be investigated in the context of skin pH, among other considerations.¹⁰

For example, seaweed has been shown to have the greatest bio-affinity to the human body—its chemical makeup is closest to the elements found in human plasma. Specific species of seaweed, such as *Laminaria digitata* and *Ascophyllum nodosum*, contain 12 vitamins, 18 amino acids, 42 trace elements and minerals, and phlorotannins—the key elements your skin needs for deep surface hydration and balance.

In addition, these seaweeds are a source of many important nutrients, including polyunsaturated fatty acids, enzymes, and bioactive peptides. Essential fatty acids help maintain our skin's barrier, and polysaccharides, such as alginic acid, help lock moisture into our skin.¹¹ Among marine resources, seaweed is also one of the richest sources of natural antioxidants including the aforementioned phlorotannins, as well as sulfated polysaccharides, fucosterol, and fucoxanthins.¹²

You can use a facial treatment to educate your clients on the use of toners and astringents and their importance in restoring the pH balance and skin barrier.



TREATING pH IMBALANCE

A proper course of treatment for pH imbalance can vary from person to person, depending on the concerns each person's skin displays. The following are general outlines for types of products and usage.

- **Cleansers:** Wash with gentle yet thorough cleansers. Natural (saponified) soaps have pH values around 9.5–10.5 by nature, and a single washing with a bar of soap tends to increase the pH from the normal range of 5–5.5 to 7.5. Tap water for washing can increase skin pH and has a disrupting effect on skin barrier function. Another factor is poor rinsing, which, in combination with high pH, may also increase the irritation potential of a product.¹³ It is for these reasons that you should always use a mild cleanser that rinses off thoroughly.
- **Toners:** You can use a facial treatment to educate your clients on the use of toners and astringents and their importance in restoring the pH balance and skin barrier. A toner can help neutralize any remaining alkalinity to help restore skin to its optimal pH level. The more fragile, sensitive, or compromised the skin, the gentler the toner should be.
- **Masks:** These should not only contain ingredients to address your client's skin concern—from antiaging peptides to hydrating seaweed filtrate—but should also provide a barrier to allow skin to self-correct pH deficiencies.
- **Exfoliation and peels:** Mild alpha hydroxy acid (AHA) and beta hydroxy acid (BHA) peels can be highly beneficial to the skin, but you should monitor them closely so your client's skin is not overly aggressed and so you can administer proper post-peel treatment to restore the proper pH levels. Enzymatic peels, which work differently from acid peels, can be less aggressive to sensitive skin types, but also need to be monitored for correct and thorough removal at the proper time.
- **Serums:** Serums preceding moisturizers assist in restoring the skin barrier. This stage of treatment can provide ingredients that help restore the healthy biome of the skin before applying a moisturizing layer.
- **Moisturizer:** A moisturizing cream provides hydrating ingredients and can be instrumental in restoring the skin barrier with ingredients such as seaweed, mastic water, hyaluronic acid, niacinamide/vitamin B3, and camellia japonica seed oil.

Maintaining healthy skin requires education on skin biology and chemistry. Learning about factors that affect the pH of the skin and the natural moisture barrier is key in creating successful protocols to help your clients see results in their treatments and at-home skin care. 📌

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Monkeypox

What should you be watching for as an esthetician?

by Ruth Werner

WE'RE NOT OUT OF THE WOODS with COVID yet, but a lot of focus has shifted to another infectious disease making a big impact—monkeypox.

WHAT IS IT?

Monkeypox is a viral infection. It is a member of the *Orthopoxvirus* family, along with smallpox and cowpox.

The name “monkeypox” is a bit misleading. It was first identified in monkeys in 1958 and in humans in 1970. But it occurs most often and, until recently, was spread to humans most easily by a variety of rodents. Animals that can carry this virus include prairie dogs, squirrels, and groundhogs, but it has also been seen in other mammals. It may affect certain varieties of domestic rabbits, mice,

and rats. We don't know if other common household pets, like gerbils, guinea pigs, and hamsters, can spread monkeypox.

Monkeypox is similar enough to smallpox that anyone vaccinated against smallpox has some limited protection from monkeypox. However, routine smallpox vaccination in the US was suspended in 1972. That means people under 50 years old probably haven't been vaccinated for smallpox, so they lack protection from monkeypox.

EPIDEMIOLOGY

Until recently, monkeypox outbreaks were geographically limited to Central Africa (one subtype

or “clade” of the virus that is highly virulent), and to West Africa (a different, less virulent clade). In Central Africa especially it can be a serious health threat, with infections severe enough to cause death in 3–10 percent of diagnosed cases. Ironically, some effective vaccines against this virus have been developed, but they are not made available to African populations who need them most.

Statistics

As of mid-July, over 10,000 cases of monkeypox had been reported globally this year. In addition to parts of Africa, these occurred in Europe, Asia, South America, North America, and Australia—all places where monkeypox is not typically seen. By early September, worldwide, the confirmed case count for monkeypox climbed to 52,026; and most of those cases were outside Africa. The US confirmed 21,274 cases. Deaths have occurred in Brazil, Ecuador, Cuba, India, and Spain, as well as in African countries, and we have seen two deaths in the US at the time of this publication. However, this is not a typical outcome; only 18 deaths related to monkeypox have been reported this year around the world. Also, in many, the deaths occurred in people who were severely immunocompromised.

It’s also worth noting that in many countries, new monkeypox infections appear to have peaked and are now subsiding. The US numbers have been falling since early August, but this is a trend that should be watched carefully, because it could change.

SIGNS AND SYMPTOMS

In its most typical form, monkeypox infections usually incubate for 1–2 weeks after exposure. Then patients may develop fever, malaise, and inflamed lymph nodes; this is the *prodrome stage*. This is followed by a painful rash with blisters that then fill with pus, and eventually become itchy as they scab over and heal over a course of 2–4 weeks. The rash may be all over the body or local to the site where the infection was

contracted. However, some people don’t experience the prodrome stage with fever and inflamed lymph nodes; their first symptoms are the characteristic blisters, which can range from being mild to excruciatingly painful.

The less virulent form of monkeypox is a self-limiting infection: If the patient is healthy to begin with, it runs its course and then resolves without life-threatening complications. However, it can cause substantial and long-lasting pain in some patients. And in people who are immunocompromised, it may cause central nervous system infections that can be dangerous or deadly.

TRANSMISSION

Historically, monkeypox was spread from infected animals to humans through close contact, bites and scratches, or preparation of an animal for consumption.

Human-to-human spread is a new phenomenon. It occurs through direct, often intimate or sexual, contact with a symptomatic person, or through prolonged contact with their bedding, clothing, or other intimate items—these are *fomites*. Researchers believe it may also be spread through respiratory droplets, as well as by way of contact with infected skin lesions. It is communicable from the onset of symptoms until after the skin lesions are fully healed, which can take several weeks.

The public health community is working to discover how easily monkeypox virus can be spread through asymptomatic shedding from an infected person. Some evidence suggests this is possible, but not common—at this point most cases are related to prolonged skin-to-skin contact or skin-to-fomite contact.

TREATMENT

As a viral infection, monkeypox can’t be treated with antibiotics. No antiviral medications have been officially

approved for it, but some have been provisionally used in the absence of other options. Testing is underway for other medications. But getting through monkeypox is usually a matter of time—from exposure to prodrome fever and swollen lymph nodes through the rash and healing of the lesions.

So far, this infection is usually mild and self-limiting. Infected people are counseled to isolate, and others in their circle may qualify for vaccination to help limit community spreading.

Two vaccines against monkeypox are available in the US. They are distributed through local health authorities who may place priority on holding vaccines for people who are most at risk.

IMPLICATIONS FOR THE ESTHETICS INDUSTRY

What does all this mean for your practice? We know a few things about monkeypox that can help you feel confident about your decisions, at least until information changes.

The main issue to remember is that while your work involves touch and close contact, this infection does not appear to be *easily* communicable in asymptomatic people.

Reasons to reschedule an appointment:

- If your clients have fever, malaise, and swollen lymph nodes. This was true before monkeypox was an issue.
- If your clients have undiagnosed blisters, pustules, or scabs that started as blisters. This is a good reason to add a new question to your intake form: *Do you have any blisters or pimples in a new pattern?* If the answer is yes, the client should pursue more information with their health-care provider.

Because it is possible that respiratory droplets may carry some virus, it is important to continue to observe excellent hygienic practice. In short, if you follow basic precautions about not working with people who have

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signs of communicable diseases, then clients with communicable monkeypox will probably not find their way to your office.

How long after an infection should you wait to see a client? Experts agree that after the rash has fully healed (that is, the blisters have scabbed, and the scabs have fallen off), the person is no longer contagious. That may take several weeks, but it is at least a clear guideline.

Hopefully this overview of monkeypox helps you feel more confident and capable of dealing with this possibility in your practice. Once again, information is our best defense, and now you have some resources you can use to keep yourself and your clients safe. 📌

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This story originally appeared on a blog for abmp.com. It was adapted and updated to reflect the most recent information about monkeypox in September.



The main issue to remember is that while your work involves touch and close contact, this infection does not appear to be *easily* communicable in asymptomatic people.

PAY

RAISE

Why, when, and how to raise your service prices

by Patti Biro

If you are reading this article, you have probably been through some very tough times in the past few years. If you have managed to survive and thrive, you should be proud of your accomplishment. Demand is up, but the cost of doing business has risen, and employees are in short supply. We hear this nearly every day. You know you can't stay in business if you do not make a profit. You need to pay yourself a competitive wage. Your business needs to keep pace with inflation. You may be hesitant about raising your prices, but this may be the best time to not just raise prices, but get ahead of the curve and make price increases a habit.

Start the process by taking a few minutes to reflect on how you feel emotionally about a price increase—

both personally and for your business. It's important to know your value! Raising prices has two sides: your personal factors and business reasons. Reflect on what you provide for your guests. Do you pride yourself on exceptional services and always exceeding their expectations? Do you take extra time to provide personalized services? Do you provide samples or mini add-ons at no cost? Don't minimize the value of what you provide. It will help you approach the price increase process with confidence.

WHEN SHOULD I RAISE MY PRICES?

There are multiple opinions on this question. Some businesses institute a regular price increase every 12–18 months. Others use formulas based on





productivity—a full appointment book or a long waiting list signals time for a price increase. These approaches have merit, but the best approach may be to assess multiple factors. Collecting some key data can help you arrive at the decision to move ahead or wait on a price increase.

From your software or booking records, review what percentage of the schedule is typically booked. If you are consistently booked for 80–85 percent of your available time over a 2–3-month period, your demand is beginning to exceed your supply. When you have a long waiting list, you can't find an open appointment for a new client, or you find yourself booking appointments 6–8 weeks out due to limited availability, it's time to

raise prices. Staff schedules and availability may be impacting your ability to fill your appointments, and this should be considered as well.

Make a list of your price increases for supplies, shipping, labor, cleaning supplies, insurance, and other nonnegotiable increases. How much have the increases been? What is the average percentage of these increases? If you have just been absorbing these increases, you are not positioning your business for growth or profitability. And when was the last time you raised your prices? If it's been a while, it's time to raise prices!



Communicate, communicate, communicate! It's just good business practice to tell your guests when and why you are raising prices.

While many businesses raise prices in January, there really is no best time. Our economy is a fluid factor in your business reality.

HOW MUCH IS ENOUGH?

While the easiest approach is to simply institute a flat rate increase across all services, there are other factors to consider. Price increases in the beauty industry generally do not run more than 10 percent at a time. While a flat rate is the easiest to implement, you might want to be more strategic. Calculate what the impact of a flat rate increase will be to your business profitability. An important step is to calculate what each service really costs you to provide. The numbers will tell the story and will help you increase prices with confidence.

Another popular approach is to raise prices on a portion of your menu or on the most popular services you offer. You need to do your homework first. According to the "80/20 principle," you can expect to make 80 percent of your income from 20 percent of your menu.¹ You need to identify those "hero" services and figure out what your true cost is. Subtract that from what you charge for the service, then divide it by the average time it takes to finish that service. That's your hourly wage. Is that number enough for your time, expertise, and products used?

By identifying those popular services, you may find that you can streamline your menu. Focus your time, energy, and resources on the services that get the best return. Raising prices on your most popular services will provide you with an immediate boost to the bottom line. Using this approach leaves you the option of leaving prices alone on other parts of your menu—which may feel more comfortable for you and incur less resistance from your guests.²

HOW DO I ACTUALLY DO THIS?

Once you've decided to raise your prices, make a plan to prepare your guests in advance. A month is adequate time to announce a price increase. Pick the day the new pricing will go into effect and work backward to develop your plan and timeline. If you outsource printing, social media, or website services, allow yourself enough time for the updates and changes.

Communicate, communicate, communicate! It's just good business practice to tell your guests when and why you are raising prices.³ Share the upcoming price increase in an email, then post friendly reminders at the welcome desk, in

guest bathrooms, and in your treatment rooms. Deliver the message in person if possible. In addition to signage, a simple reminder at each appointment can be added to check-in or check-out protocols. Maximize your communication tools. Create a notice on your website or booking page and on social media. Keep it friendly, informative, and short.

If you make personal calls to confirm appointments, create a script that you or staff members can use. If you use text messages for confirmations, you can easily add a few sentences to the message.

A sample script may be as simple as this: *Hello Jane, you may have seen our (email, sign, social media post) that we will be raising our prices on (date).*

Then, be proactive: *I'm calling today to offer you the chance to book an appointment before (date of implementation).*

Don't apologize. Most guests are aware of rising prices in the service industry. They are more likely to appreciate you giving them some level of notice. Be friendly but firm. Some long-term guests may try to wheedle you for a loyalty discount. The price increase is not because you want to gouge your favorite guests—it's simply a good business decision.

BENEFITS OF RAISING YOUR PRICES

According to the 2021 MindBody *State of the Salon and Spa Industry Report*, price was an important consumer driver for choosing a particular business (49 percent), but cleanliness (36 percent) and having a skilled service provider (29 percent) came in second and third, respectively.⁴

There are many benefits to raising your prices. Having additional cash flow will help you not only stay in business but also grow your business. It may allow you to purchase new or additional equipment, make improvements in your physical space, or help fund additional education. These actions add value to the business and the services you provide. Another benefit to consider is that you may be able to weed out troublesome or difficult guests. Those who value you will stay with you. You might

be surprised by the response you receive. If someone chooses to go, remember that a door is now open to a new client.

If you decide now is the time for a price increase, do it with confidence! Having a clear picture of why you need to raise prices and a plan for implementation will help the process go smoothly and with the least amount of pushback or stress. 🍷

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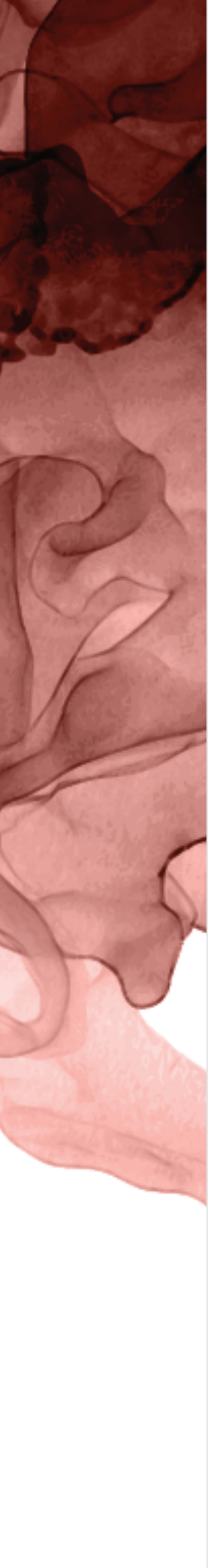




Improving Irregular Pigmentation

Each client's pigmentation is
unique, and their treatment
should be too

by Lisa VanBockern and Tina Buckley



AT SOME POINT, MOST OF US will experience irregular pigmentation. As an esthetician, this is a common concern we hear from our clients. Pigmentation appears in different forms, and it's important to recognize the root cause, determine how to treat it, and set expectations for improvement.

TYPES OF IRREGULAR PIGMENTATION

Hyperpigmentation

Post-inflammatory hyperpigmentation (PIH) is a result of trauma to the skin, such as an acne breakout or an injury to the surface like a cut or scratch. This is normally located within the surface layers of the epidermis and can be treated effectively with a series of brightening treatments, as well as a consistent home care routine.

Melasma

This develops from hormonal changes in the body, such as a pregnancy, menopause, or the use of birth control or hormone replacement therapy. It presents itself as large, symmetrical patches of pigment with lines of demarcation. Melasma is usually located at the dermal/epidermal junction and the stratum germinativum. It is difficult to treat, as it is deeper in the skin near the dermis and is hormonally driven. We can successfully treat the melasma, but finding the root cause and correcting it (if possible) is the best solution. It is important to know that melasma can return during the warmer months from increased sun exposure, as UVR (ultraviolet radiation) stimulates the generation of pigment.

Solar Lentigos

These are UVR-induced freckles or dark lesions caused by excess sun exposure. They are common in older adults. Intense pulsed light (IPL) works well for Fitzpatrick skin types I-III for freckles; however, darker lesions in adults may need to be removed using cryotherapy. Regular sun protection and home care that includes tyrosinase inhibitors are critical in the correction and prevention of their formation.

CHOOSE THE RIGHT TREATMENT

Once you determine the type of pigment you are working with, talk with your client about what types of treatments would be suitable for their lifestyle. Professional options, such as chemical peels, with a consistent home care system can be most effective. Be mindful that each client must qualify for chemical peels. Having an awareness of contraindications for particular treatments can address clients' concerns and keep them safe.

There are many types of brightening treatments on the market, ranging from mild weekly treatments to more aggressive monthly treatments. Ordinarily, one treatment is not going to remove all the pigment and a series is recommended. Set those expectations with your client, and remember the cell cycle is 28-30 days, so patience is key. If your client can't have downtime with advanced, aggressive treatments, consider weekly treatments.

Of course, don't forget that home care is 80 percent of the result! In home care, one product

There isn't one miracle product that will do everything. It's a combination of products and ingredients working in synergy.

typically won't lift pigment; your client needs a routine of products:

- Daily cleanser
- Regular exfoliant
- Skin-lightening product containing kojic acid, arbutin, azelaic acid, licorice root, and/or hydroquinone
- Treatment serum, such as vitamin C serum to influence cellular nutrition
- Moisturizer for appropriate skin type
- SPF, the most important element in pigmentation prevention

As you can see, there isn't one miracle product that will do everything. It's a combination of products and ingredients working in synergy. Treating the skin gently on a weekly basis for 6-8 weeks may be the most powerful and most comfortable for your client. A gentle, more progressive approach may be the safest protocol to avoid complications from more aggressive chemical peels and other advanced options. Skin care customization is critical. With a comprehensive consultation, you can confidently decide what works best for you and your client.

SKIN SCRIPT

Lemon Zest/Honey Facial Protocol

An illuminating facial treatment for normal to dry, mature-looking skin with pigmentation

When you think of brightening the skin, you likely think of lemons, vitamin C, kojic acid, and arbutin. When you think of hydrating the skin, you probably think of lactic acid, honey, and sunflower oil. You will find all these ingredients in this facial with the exfoliating and brightening effects of Lemon Zest Enzyme and the hydrating, anti-bacterial support of Golden Honey Nourishing Mask.

STEP 1.

Cleanse once with Green Tea Citrus Cleanser and a second time with Glycolic Cleanser using damp fingers in a circular motion. Remove with aesthetic wipes or sponges.



STEP 2

Apply a layer of Lemon Zest Enzyme to the face, neck, and décolleté with a fan brush. Leave on for 7-10 minutes. Remove with a warm barber towel or cool aesthetic wipes.



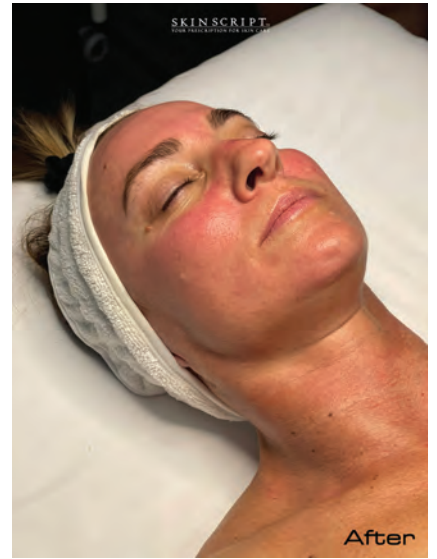
STEP 3

Using your fingertips, pat Peptide Eye Serum on the upper- and lower-eye area. Then, apply Tri-Peptide Eye Cream using a circular massage motion.



STEP 4

Apply Citrus-C Nourishing Cream onto the face, neck, and décolleté.



STEP 5

Using your fingertips, apply Golden Honey Nourishing Mask, and massage for 10–15 minutes. Remove with a warm barber towel or cool aesthetic wipes.



STEP 6

Apply Cucumber Toner, either by spritzing the toner into the air so it gently falls on the face, neck, and décolleté or by soaking a cotton round with toner and swiping over the entire face.



STEP 7

Apply Açai Berry Moisturizer over the face, neck, and décolleté. Then, finish by pressing in Sheer Protection SPF 30 and using a lip applicator to apply Mint Lip Hydrator to the lips. ☺

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IECSC Florida has expanded its roster for the 2022 event including four classes offering NCBTMB credits, a CNE unit class for Florida and Georgia residents, and the opportunity to secure a free 10-hour CE package with admission (\$19.99 value) before licenses expire 10/31. Plus new nail classes and more!

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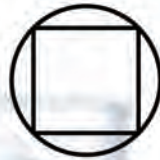
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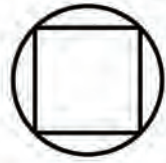
BEAUTY BEGINS AT THE CELL



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**TRUTH TREATMENT
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My name is Benjamin Knight Fuchs. I'm a registered pharmacist, nutritionist, and skin care chemist. For the past 35 years, I've been developing pharmacy-potent skin health products for estheticians, dermatologists, plastic surgeons, and my own savvy customers.

I believe that caring for your skin can be much more than cosmetic. I believe that caring for the skin is about the health of the skin. That's why I created Benjamin Knight Fuchs, RPh, Truth Treatment Systems: to provide topical nourishment for the skin that meets the strictest performance standards.

I formulated Truth Treatment Systems because I saw the need for topical treatments that work with the biochemistry of the skin; in other words, products that augment and enable dermal processes at the skin cell (not surface) level with ingredients that activate fibroblasts, normalize keratinocytes, stimulate proteins, and enhance the production of extracellular lipids. And that's the secret: Truth Treatment Systems products and regimens don't change skin chemistry—they support skin chemistry!

All Truth Treatment Systems products have one thing in common—they WORK! Our products are made with 100 percent active and functional ingredients that make a difference on your skin. There are no fillers, preservatives, waxes, emulsifiers, oils, or fragrances. Our ingredients leverage the latest biochemical understandings and use proven strategies gleaned from years of compounding prescription skin health products for physicians and the most discerning patients.



Welcome to the Truth!

BENJAMIN KNIGHT FUCHS, RPH
Formulator & Owner



Kristen Geller, Sales Director

Kristen graduated with an MBA from the University of Deusto in San Sebastian, Spain, and a PhD in Organizational Psychology from the University of País Vasco in Northern Spain. Kristen developed sales and customer service best practices customized to the various cultures and worked with executive boards to develop internal company cultures and values. She shifted focus in 2004 to the skin care industry and exclusively dedicated her career to health, beauty, and skin care. Kristen was named CEO of No+Vello USA in 2008, where she built a successful franchised spa company that expanded into 13 countries and 1,431 med-spas. In 2012, she formed m.pulse, later known as AOB Med Spa, with six locations in Denver and five locations in Texas. In 2016, her career took a shift to skin health when she began Truth Treatment Systems wholesale division with Benjamin Fuchs, RPh. Over the last six years, Kristen and her team have successfully placed Truth into thousands of spas across the US. Kristen is an influential member of the beauty and personal-care industry at large and a globally respected businesswoman.



Kari Kisch, Education Director

Kari Kisch has over 30 years of experience in the beauty industry, with extensive experience in sales and developmental education. Her career began with a focus on makeup artistry, working behind the scenes with many prominent figures and celebrities, and in the media sector as a skin expert, opinion leader, and beauty director in print campaigns, film, and the television industry. Kari also holds multiple certifications in instructional design and leadership training, attributing to her renowned success in training and sales education. Throughout her incarnations in the industry, she has always had a passion for educating and practicing overall internal health that also benefits one's external appearance. She is an active licensed esthetician who has focused on clinical applications, including permanent makeup, post-care concerns, and building practices to succeed in retail treatment sales. In 2018, Kari joined Truth Treatment Systems as the director of education, responsible for designing all educational platforms and protocols, videos, innovative application techniques, and product development. She has successfully trained thousands of physicians, estheticians, RNs, students, and schools. Kari's tenure in the beauty and health space, sharp vision for excellence, attention to detail, dynamic training techniques, and overall visionary abilities make her an integral part of the success to our team and company.



Rene Gomez, Sales & Training Manager

Rene joined Truth Treatment Systems as a Sales & Training Manager and brings her enthusiastic and entrepreneurial passion for beauty with extensive knowledge of skin care and ingredients to Truth Treatment Systems. She has over 20 years of experience in luxury goods, cosmetics, retail, and spa environments. Her goal is to provide a superb level of sales leadership, coaching, education, and guidance to develop a high-performance boutique experience, application, and deep product knowledge.

A FEW TRUTHS FROM OUR DISTRIBUTORS



SKIN DIVA CHRISTINE GRIMES

“Hands-down, my favorite products in the line are the Transdermal C Serum, Biomimetic Mineral Spray, and Hyaluronic Mineral Hydrator used together. This holy trinity has changed the way my skin retains moisture. I no longer need a moisturizer. The ingredients are on point and deliver a punch of results. My clients are hooked on this skin-changing trio!”



CREATING PERFECT BEAUTY YULIA MEODED

“My favorite for my skin and for my clients is the Mandelic Peel. It addresses dullness and congestion like a CHAMP! It is my go-to for overall skin rejuvenation to promote the growth of newer, healthier skin and address skin problems like acne and hyperpigmentation.”



AWE SKIN EVA LONG

“My favorite thing about Truth is that there are no complicated eye, face, and lip application products. Because of this, it requires skin knowledge, skin experience, and an understanding of the purpose and performance of ingredients to get artistic, technical results in my clinic, and to match my client’s desires with their at-home routines. The products have facial application and all-over body usage for indications, such as scar revisioning. I rely consistently on Omega Healing Cream for its stable and purposeful vitamin C. It’s a wonderful line for doing real skin chemistry.”

ICONIC VITAMIN C

Truth Treatment Systems represents a new approach and technique for the care of your skin. Our treatments are designed to be used in doses (similar to medicine) for delivering active nutrients directly to the skin's cells where real changes can occur.



Truth Treatment Systems' Approach to Make **REAL CHANGES** in Your Clients' Skin in 3 Ways



NUTRITION

Lackluster skin got you down? Turn up your skin's wattage by reaching for the nutrients it needs! A healthy routine of vitamins and antioxidants makes all the difference between a wrinkled, dull complexion and a fresh, glowing one.

EXFOLIATION

Both chemical and physical exfoliation help create powerful skin regeneration.



MAINTENANCE

A Truth Treatment Systems routine makes sure the skin gets what it needs with healthy vitamins and essential fatty acids.

*“When you treat
the skin, you’re not
treating the skin.”
— Benjamin Fuchs*



**TRUTH TREATMENT SYSTEMS’
PRODUCTS AND REGIMENS DON’T
CHANGE SKIN CHEMISTRY—THEY
SUPPORT SKIN CHEMISTRY.**



WHY CHEMICAL PEELS ARE A PERFECT TREATMENT TO EXFOLIATE

Chemical peels are professional treatments that can dramatically improve the appearance and health of the skin. They're easy to learn, extraordinarily safe, and have minimal complications. While chemical peels can vary in intensity from superficial to medium to deep, a typical treatment, called the "lunchtime peel," can be performed in a skin care professional's office in just a few minutes. There's little to no downtime after a lunchtime peel, and the only evidence that a client has been treated is their healthy glowing countenance.

These extremely effective procedures take advantage of the body's ability to repair itself, as well as regenerate healthier and more functional tissue in response to trauma. Biologists call this phenomenon hormesis, and it can be described as the body's and the skin's ability to "build back better" in response to stress. In fact, this hormetic effect happens throughout the living, natural world: Plants have bushier leaves when they're cut back; brains develop more neural connections when they're challenged with puzzles; and skin can come back healthier and prettier after it's peeled.

You can think of a chemical peel as the skin's version of exercise. When we work out, we stress our muscles. This results in the secretion of acid (lactic acid to be specific, and not coincidentally, an ideal ingredient for a chemical peel!) and creates micro-damage to fibers. As we all know, the body responds to the duress of exercise by growing bigger and more powerful muscles.

This same phenomenon of trauma inducing more functional tissue has relevance for the body's

largest organ. By disrupting the skin's surface in a manner similar to the micro-damage that takes place in our muscles when we exercise, we can make our skin stronger and more resilient. A good chemical peel can induce the production of a more effective barrier, improve the health and function of the epidermis, stimulate the secretion of water by trapping hydrating factors and moisturizing lipids, and activate the synthesis of collagen and connective tissue in the dermis. After an effective chemical peel, skin texture is dramatically improved, appearance of fine lines is reduced, and dark spots are lightened.

Over time and with regular treatments, skin will be conditioned, smooth, and healthy looking. Chemical peels can be especially helpful for blemish-prone skin, and can not only help accelerate the healing of old breakouts but also prevent the development of new ones. And some of the chemicals used in these procedures can eliminate oils (sebum) from the skin surface and slow down their production.

Keep in mind, even after a lunchtime peel, some clients may experience slight redness and the sloughing off of dead skin. Not to worry—these symptoms are part of the healing process, an important element of the chemical peel, and will typically resolve in a day or two, leaving behind youthful, soft, baby-smooth skin!



**SCAN
ME**



Peppermint Salicylic Cleanser

This gentle cleanser features an amino acid surfactant that provides a mild cleansing effect. Peppermint Salicylic Cleanser can be used every day or for treatment cleansing. This cleanser can dramatically brighten skin and improve tone and texture. Salicylic acid exfoliates the skin while decreasing inflammation and preventing further breakouts.



Truth Trifecta

This is a comprehensive skin health system designed to reverse the signs of aging and maintain a healthy complexion. It's strategically formulated with vitamin C, polyelectrolyte minerals, amino acids, and hyaluronic acid to deliver only the essential active ingredients skin cells and collagen need to grow and regenerate. Truth Trifecta does not contain fragrances, preservatives, emulsifiers, oils, silicone, or anything else your skin doesn't need.



ZnO Block

This physical block creates an environmental and solar barrier. Its unique formulation of zinc oxide is the safest and most effective mineral used to protect, reflect, and absorb UVA and UVB rays. This helio (UV) barrier, when combined with lipophilic vitamin C and vitamin E, protects the skin from external aggressors while healing, calming, and soothing sensitized skin. This is ideal for post-procedure care, protection from sun exposure, and healing.

Nighttime

ROUTINE



Transdermal C Balm

This rich, intensely moisturizing balm drenches skin with lipophilic vitamin C in a time-released, transdermal formula. Unlike standard night creams that coat the skin in waxes and oils, Transdermal C Balm uses Truth Treatment's Transdermal Delivery Matrix to time-release a high dose of 100 percent stable vitamin C into the skin while you sleep. This lipophilic vitamin C is the best form of vitamin C to effectively penetrate deep into the dermis and work at the cellular level to reverse damage and boost collagen and natural moisturizing factor (NMF) production.

Hyaluronic Honey Cleanser

This highly moisturizing, gentle, daily cleansing formula hydrates and conditions skin while you cleanse. The cleanser is made with enzyme-rich pure Colorado honey to nourish skin while providing brightening and antiaging benefits. The amino acid surfactant provides an energizing, mild cleansing effect. Hyaluronic acid helps skin absorb moisture, improving hydration, plumping the skin's surface, and leaving the skin dramatically soft and smooth.



Regenerating 5% Retinol Gel

The retinoids in this gel help reduce the appearance of wrinkles and scars. Regenerating 5% Retinol Gel's potent blend of healing vitamin C and exfoliating vitamin A removes dead and dulling skin cells to fade discoloration, smooth lines, and refine scars. With continued use, the skin will look tighter, clearer, and brighter. Plus, breakouts will dissipate, and blackheads will dissolve.



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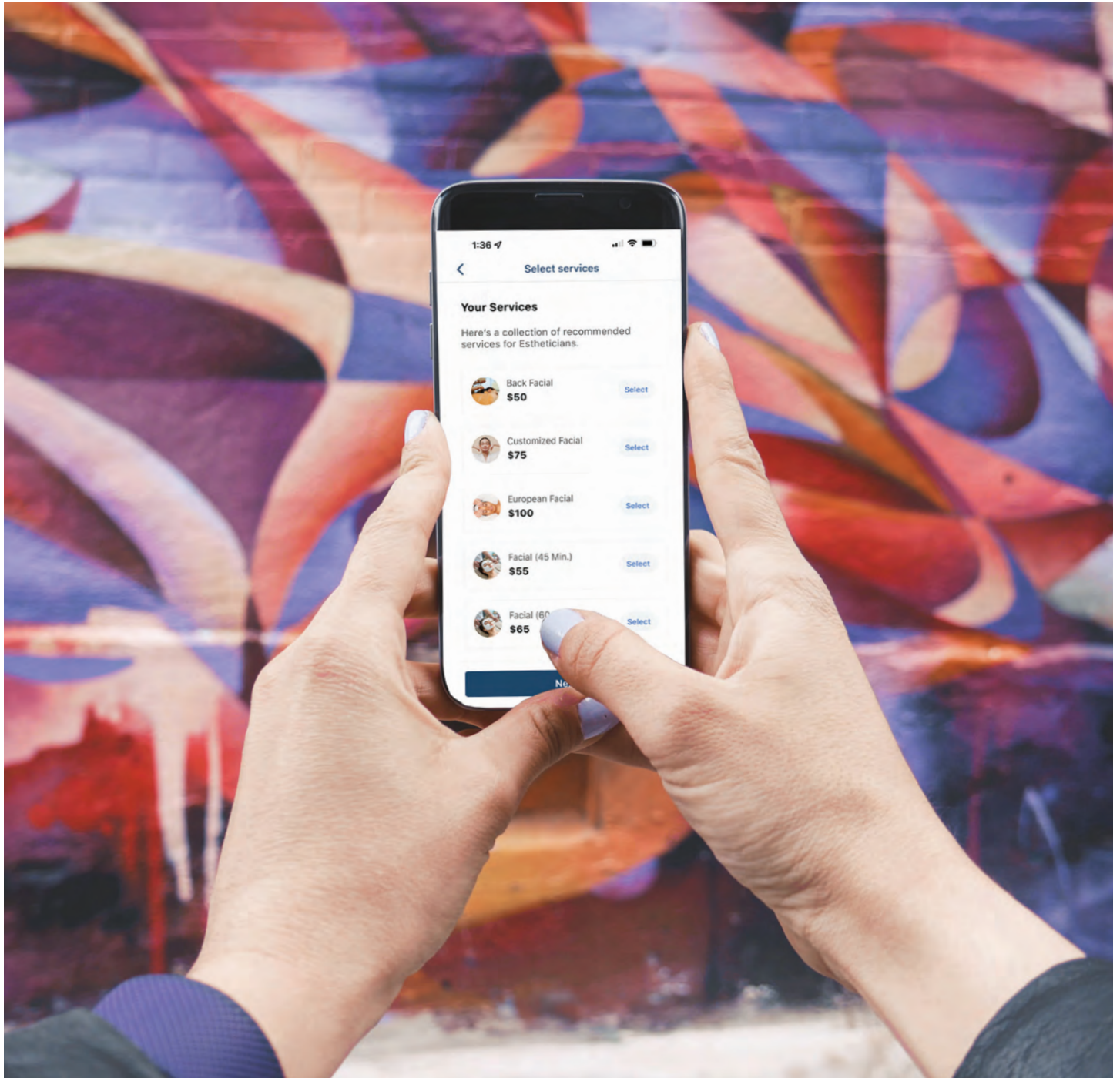
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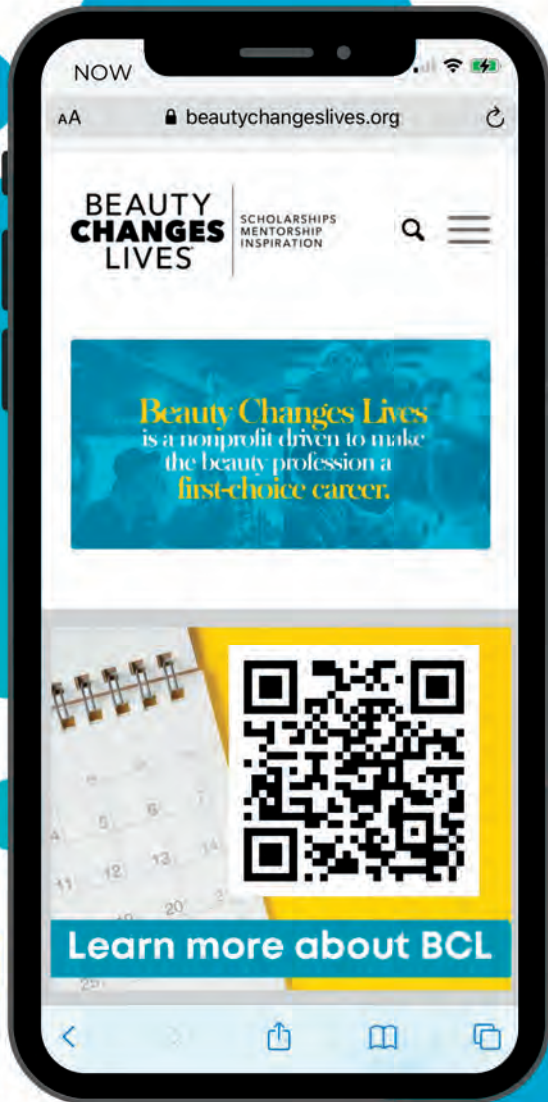
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Step up your game with PocketSuite, a mobile tool for beauty professionals. Use it to organize your appointments, client information, and payments in one place. The app's features are **free for all ASCP members**, plus members get two free months of PocketSuite's Premium subscription. To learn more and register, visit ascpskincare.com/pocketsuite.



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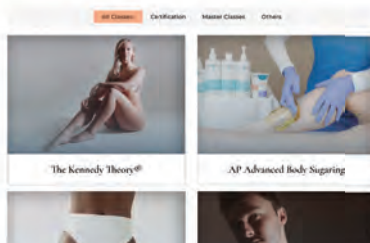
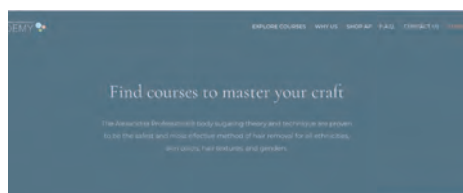
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Amy Klein, Art Director



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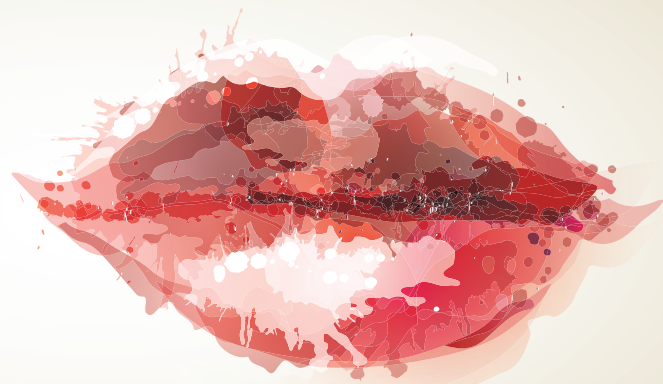


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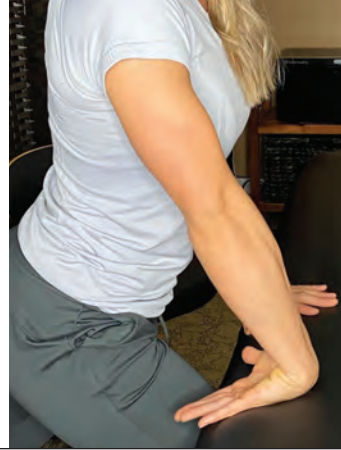
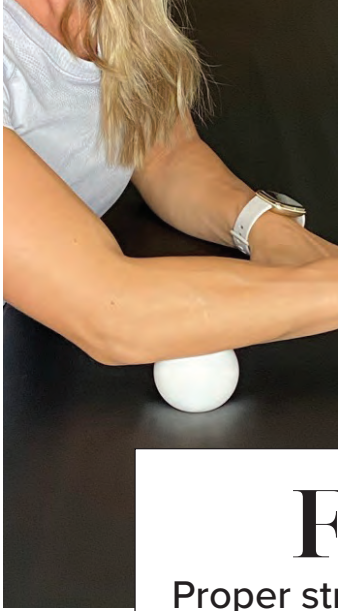
YOUR CHOICE YOUR VOICE

The voices that really matter? Yours! That's why we present the ASCP *Skin Deep* Readers' Choice Awards every year. For the sixth annual awards this June, we cohosted a party with the IECSC show at Drai's Nightclub in Las Vegas, honoring the best in beauty chosen by estheticians from across the country. Thanks for helping us dance the night away and raising a glass to all our fantastic winners.



Scan here to see the full list of winners in the Summer 2022 issue of *ASCP Skin Deep* magazine.





Fix Forearm Pain

Proper stretching and self-massage can limit forearm soreness

by Marisa Savino



Scan here to watch the video.

WHEN THE FLEXORS AND EXTENSORS of the forearm get overworked, they can become tender and stiff, causing problems in the hand, wrist, and elbow. Some common resulting conditions are tendinitis, tennis elbow, golfer's elbow, and carpal tunnel syndrome.

Let's relieve and prevent these chronic conditions by performing stretching and self-massage techniques. These methods are great for people who use their forearms extensively, like estheticians. Flexor and extensor stretches can be performed with your body weight, while self-massage techniques can be done using a lacrosse ball.

FLEXORS Stretch

Start in tabletop position, palms on the ground. One arm at a time, turn your wrist inward so your hand is rotated with the fingertips pointed toward your knee. If your palms can't stay flat, it can mean the lack of mobility in your wrist could be from overall tightness of those flexors. You want your palms flat on the ground, so move your hands closer to your legs to where your fingers almost touch your knees. Your palms should still be flat on the ground. Hold this position and breathe. For a deeper stretch, place your weight back and bend your knees more as you continue to push your palms into the ground. Hold this stretch for at least 30 seconds, but work up to 2 minutes.

Self-Massage

With a hard surface as support, place a lacrosse ball under your arm and slowly roll up and down on the flexor muscles. Start at the wrist and roll to the elbow, performing it 5–8 times. Add up-and-down circular motions with light pressure, because these can be tender and sensitive areas when working on them.

You will notice which parts of your flexors feel tighter and more tender than others. When you feel a tense area, stop the rolling, but slowly apply deeper pressure and hold for at least 10 seconds. After 10 seconds, continue to roll in circular motions and/or up-and-down gliding, performing a myofascial release to help break up the tissue within your tight flexors.

EXTENSORS Stretch

From a standing position, put your arm straight out, hand in front, with your palm facing you and fingers pointed to the ground. Use your other hand to pull down. Start holding for 30 seconds and work up to a 2-minute hold. In the beginning, perform increments of 2–4 sets with a 15-second hold.

If you need more pressure to be applied, find a table or counter that is hip height or lower. Push the top of your hand down on the table while your palm remains facing upright. Begin to lean back slightly while keeping your arm in the same position. You will feel a gradually deeper stretch in your extensor muscles.

Self-Massage

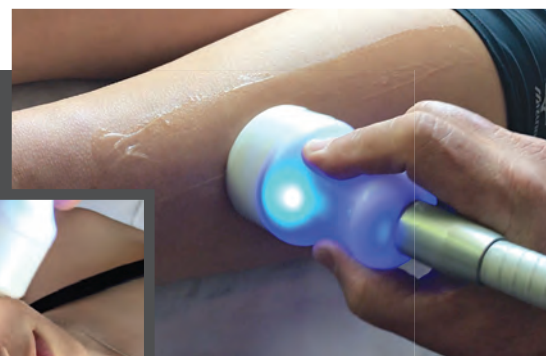
While in a seated position, lay your forearm on a tabletop with your palm facing down. Place a lacrosse ball below your elbow joint (where all the muscles insert into the elbow). Apply some pressure with the ball. After about 7–10 seconds, move the ball in a circular motion while maintaining the downward pressure with the ball. For deeper pressure, flex your wrist up and continue to press down into the specific area. Repeat up and down, with the ball hitting each extensor muscle. 📺

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