

Luminous BODY TREATMENTS

for the New Year!
BY NICOLE ROUSE

NEW SKIN, NEW YOU

THE BEST AND MOST BEAUTIFUL things in the world cannot be seen or even touched. They must be felt. Imagine your mind drifting away to serenity while your body inhales the aromas of the calming and detoxifying splendors, discovering a renewed self, revitalized, regenerated and fully soothed. This is the experience we want to create for each and every guest that has a treatment in our spa.

To begin a body treatment, you must incorporate exfoliation as part of each service. Not only will you increase the benefits of the treatment, it is a great add-on service to any menu to increase revenue and results!

Exfoliating is an integral part of the spa treatment. Techniques may vary, but the purpose of exfoliation is important. First, it rids the skin's surface of any dirt or oil

residue, and rubs off the uppermost layer of dead skin cells. Second, it prepares the skin for subsequent treatments. Removal of the dead cells enables the skin to effectively absorb or react to products used in treatments that follow the exfoliation process.

In the dead of winter, our skin is dry, dull and in need of major hydration. We often moisturize, but our skin needs more
continues

photo: nicolemarphotography.com



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attention and key ingredients to get that luminous glow back! Here are some treatments to add to your service menu for the New Year!

Honey and yogurt wrap

30 minutes \$90-\$120

Give your clients' skin a mini vacation with this ultra-nourishing wrap. Revive winter skin using shea butter to hydrate and sugar to micro-polish and shed dead cells. This is your exfoliant. Start the treatment with your client lying face up, and apply ingredients to feet, working upward with gentle strokes. Leave this on to seal in all the hydrating ingredients. Combine two cups of manuka honey and four cups of plain, full fat yogurt to condition and add ultimate moisture to skin. Apply it all over the body. Avoid nonfat yogurt, as you want to maintain the wrap's hydrating properties. Finish by wrapping the body for 15 minutes with a plastic sheet and one blanket. While the client is resting, give them a therapeutic neck massage for ultimate relaxation. Apply warm towels afterward to remove excess residue. Finish by adding a moisturizing body cream.

Arabica coffee treatment

30 minutes \$75-\$100

Do you want to help your clients combat cellulite? We all know the great benefits of coffee and how it awakens us, but are you familiar with the benefits of applying finely ground coffee to the skin? Educate your client on the results of this unique treatment.

Because cellulite is one of the hardest types of fats to dissolve in the body, it is important to use key ingredients. Cellulite is an accumulation of old fat cell clusters that solidify and harden as the surrounding tissue loses its elasticity. Combine the following natural key ingredients, and your clients won't need to make an appointment for liposuction!

Caffeine is an active ingredient in combating cellulite. When applied to your client, it causes skin microcirculation and helps decrease the appearance of cellulite while firming, toning and detoxifying the body. Combine six drops of the recommended essential oils with one cup of coffee grounds to boost the benefits. Apply the blended exfoliant one tablespoon at a time using a gloved exfoliation mitt.

Tangerine, orange and lemon essential oils actually help reduce fat cells. Grapefruit essential oil is fat-dissolving and also detoxifies. Juniper, patchouli and rosemary help with fluid retention, while cypress enhances circulation to support the elimination of fatty deposits. Use circular motions in targeted areas, or all over the body to exfoliate

and detoxify. Rinse off and apply coconut oil for ideal results. Coconut oil is lightweight, does not stain treatment sheets and adds hydration to skin.

Bora Bora sensorial seaweed body treatment

60 minutes \$120-\$200

Take your senses on a journey with this treatment. Seaweed is exceptionally beneficial as a quick way to remineralize the body and replenish it with nutrients and elements lost on a daily basis. The molecular formation of the human blood cell and that of seawater is similar, enabling nutrients from the seawater to easily filter through the pores of the skin and directly into the bloodstream. Take 8 oz of dried or powdered seaweed and add enough warm water to make a paste. Add two drops of vanilla essence and two drops of coconut essence to your seaweed treatment for major hydration, while whisking your senses away to the beaches of Bora Bora. Have your client relax in a heated wrap for 20 minutes. While they are relaxing, add on a stimulating and hydrating scalp treatment with the additional leftover product!

Your clients love this add-on, and it will add major moisture to their hair and scalp. Remember, it is best to never leave your client unattended during any treatment! Slowly unwrap and immerse them in a warm hydrotherapy bath with 10 drops of neroli oil for a tranquilizing, slightly hypnotic experience. If the bath is not possible, simply follow with a moisturizing treatment.

Remember these key tips to achieve the ultimate glow. Recommend that your client replenish the body's fluids after each treatment. When they book their appointment, advise them that they can intensify the effects of the treatment and raise their body's temperature by sipping hot herbal tea before the service. Note that all body treatments work best in a series of four to six services ■

Nicole Rouse is a medical esthetician with more than 17 years of experience. She is currently a strategic development consultant at CosMedix, working closely with dermatologists, plastic surgeons and medi-spas to help them grow their businesses. Rouse has worked with top companies and retailers on all sides of the beauty industry, which has helped her to learn and inspire others.

