

The Premier Spa Business Resource

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SKIN SCIENCE ISSUE



Sensitive Subjects

Caring for Clients with
Hard-to-Handle Skin

Plus:

Uncapping the New Serums
Microderm Gets a Makeover

Non-Medical Light Therapy

Savvy spa owners sound off on how they convince clients to finally see the "light."

What are the best ways to market light therapy to clients?

Dolores De Alba, co-owner Blush Day Spa in Sonoma, California: We market our LED light therapy treatment as a component in two of our promotional packages, one that includes 10 60-minute facials that incorporate light therapy (\$1,750), and one that includes two, complete 90-minute light therapy facials, eight of our signature spa treatments and a customized product package worth \$150 (\$2,350).

Kimberly Schoene, owner of Hey Beautiful Salon and Spa in Portland, Oregon: We offer our LED light therapy treatment as an add-on to our facials or as a 20-minute, à la carte item. We've

used online media outlets to spread the word. For instance, we've filmed testimonials of clients trying the light therapy service for the first time and demonstrated the results of continuous treatment. We then post the videos on our YouTube and Facebook pages.

Janice Otis, owner of Skin Care by Janice

Otis: I market it as a series of 7 to 10 stand-alone treatments or as an add-on to facials. Sometimes I'll throw it into a service at no added charge so clients can get a taste of the results from this type of specialized skin care. After they see the benefits firsthand, we'll typically discuss starting a series of treatments or incorporating light therapy into their regular facials.

Lovers of the Light



Bio Jouvance Multifunction 3-in-1 LED Light

Stimulates tissue, combats wrinkles and lends complexions a healthy, youthful appearance. 800.272.1716, biojouvance.com

LED+ Hot & Cold by Bella Schneider

Calms problematic skin by providing much-needed cooling and massage, while restoring damaged tissue. 650.321.3915, bellaschneiderbeauty.com

Belleza and Beauty LED Light Therapy Device

This multifunctional machine features red, yellow and blue light technology, to provide a variety of treatments for conditions including aging, rosacea and acne. 877.411.7766, bandb1.com

LightStim

Stimulates the production of collagen and elastin in the skin, providing a range of antiaging benefits. 800.298.4010, lightstim.com

Allied Health Association Quantum Electro Ionization Unit

Light therapy combined with cold plasma tones and tightens the skin, and can also help in treating acne. 800.444.7546, alliedhealth.net



What are some challenges faced in offering light therapy?

Schoene: Light therapy services can be expensive, and in this economy clients are seeking cheaper avenues for skin care. However, many of these inexpensive treatments and products are all hype with little to no results.

De Alba: These days, consumers are all about quick-fixes. However, in the end, temporary treatments such as Botox and fillers are just that: temporary. Light therapy is exciting because it helps retrain cells to be healthier and stronger, leading to long-term results. I think the challenge is educating clients about this type of specialized skin care and convincing them of the benefits of the investment.

Otis: I agree that many clients opt for the services that provide instant gratification such as Botox and fillers. I know I can't compete with those treatments, but I do recommend coupling them with LED light therapy as a way to enhance and prolong results.

Are there misconceptions about light therapy?

Schoene: Many clients believe that the treatment is painful, when, in fact, it's just the opposite. Our machine provides a super relaxing experience. People actually fall asleep!

Otis: I think consumers believe LED light therapy

delivers the same antiaging benefits to each client. Each person's body functions differently and, therefore, will respond differently to treatment. Although I feel everyone will see an improvement in their skin, the timing and type of results will vary from person to person.

What type of home care do you recommend?

De Alba: I always push antioxidant-infused products. I relate antioxidants to superheroes in the fight against free radical damage. They are the building blocks for preventing and correcting sun damage and decreasing the skin's vulnerability.

Otis: I recommend some sort of collagen-boosting serum containing hyaluronic acid to promote hydration and plumping of the skin.

Schoene: I tell clients to stick to nutrient-rich cleansers and moisturizers and drink a lot of water. Consuming water is the best way to keep your skin and body healthy and toxin-free. ■

Note: Due to confusion regarding the FDA's classification for LED devices—which, in most experts' opinions, should not be lumped in with those for laser devices—spa owners should confirm any LED device's classification before purchasing or using that device.

Lovers of the Light (continued)



Rejuvalight from Pevonia Equipment Expedites the skin's healing ability and promotes healthier, more youthful-looking skin. **866.698.6580, pevoniaequipment.com**

Pure Light Slim This body-shaping system uses LED energy to stimulate the body into releasing fat deposits. **917.675.3062, purelightslim.com**

Lumen Essence Light Therapy Rejuvenation Deep light penetration helps stimulate collagen and elastin production. **800.237.1832, g5.com**

Derma Pod Total Rejuvenation System by Silhouet-Tone Provides skin resurfacing, photo biostimulation and microcurrents in one treatment. **800.552.0418, silhouettone.com**