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THE SPA PROFESSIONAL'S CHOICE

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EXOTIC APPEAL

CHUAN SPA AT THE LANGHAM, CHICAGO



[eye on sun care]

Solar Power

Shed some light on sunscreen by educating clients on its importance both in the spa and at home.



SKIN CANCER IS THE MOST COMMON FORM of cancer in the U.S., according to the American Cancer Society, and more than 3.5 million basal and squamous cell skin cancers are diagnosed in this country each year. In light of the alarming skin cancer rates, sunscreen sales are thriving (product sales approach approximately \$1 billion annually, according to IBISWorld, a market research company), which is good news for the future of skin cancer prevention—and the overall health of skin. In addition to skin cancer, exposure to the sun's harmful ultraviolet (UV) rays can contribute to skin damage and premature aging, which makes your spa the perfect setting to help clients gain the education needed to protect themselves from the sun. "Damage from the sun increases the risk of sun spots, lesions, cancer, dryness, wrinkles, and overall aging to the skin and body, so it's extremely important to always wear sun protection for youthful, glowing skin all year round," says Ben Johnson, M.D., founder and CEO of Osmosis Pür Medical Skincare.

According to Whitney Johnson, global education developer for Dermalogica and The International Dermal Institute, sun damage doesn't just occur during summer months or while in direct contact with the sun. UV damage

that causes aging of the skin can occur from any exposure to daylight, even through glass, and from fluorescent indoor lights. While some clients might neglect or forget to apply sunscreen during non-summer months, spas are at an advantage to not only provide sunscreen to their clients' skin during treatments year-round but also to educate them on its importance.

Certain treatments, including facials, microdermabrasion, lasers, and chemical peels, can leave skin vulnerable, exposed, and highly susceptible to sunburns, making sunscreen an essential post-treatment product. "After a treatment, especially if exfoliation is performed, it's important to protect the skin as well as every day," says Whitney Johnson. "Around 90 percent of photo aging is preventable, so it makes smart skin sense to wear an SPF daily. As professional skin therapists, it's part of our job to ensure that clients' skin is protected to achieve optimum skin health. Even though clients might not apply sun protection as diligently as we would like, by incorporating products, such as an SPF booster that can be mixed with their favorite moisturizer, for example, you can help them understand that using sunscreen doesn't have to add extra time or effort to their regimen."

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not only contain sunscreen but also act as a primer and foundation, so clients can leave the spa without applying makeup. Similarly, Jane Iredale—The Skincare Makeup Dream Tint provides hydration and coverage to even skintone and creates a soft-focus effect. However, it is important to remember that while moisturizers and cosmetics with sunscreen are a great way to include protection in a daily skincare regimen, they are not as effective as sunblock. "Remind clients that a moisturizer that contains sunscreen is good for everyday use, for example, when going in and out of their car, office building, or home, but when they're outdoors for longer periods of time, they need something heavier and more substantial," says Marina Peredo, M.D., F.A.A.D, founder of Marina I. Peredo Dermatology and **Spatique Medical Spa** (Smithtown, NY).

Aging skin, including wrinkles, hyperpigmentation, and dryness, can be caused by exposure to UV rays. Sun damage can also cause skin cancer, which can be deadly, and in turn, increase the chances of developing other cancers, according to Fallick. Therefore, it is critical for you to educate



clients on the importance of sun protection. From tinted moisturizers and mineral makeup powders to UV protection drinks that use vibrational frequencies to cancel out UVA and UVB rays and UV-protective clothing, many skincare companies and spas are working hard to ensure clients are aware of the importance of incorporating smart sun care into their daily routines. "Overall it's vital to know that protecting the skin will keep it from aging quicker and that what you're using to protect it is just as important," says Ben Johnson. "Keep clients young and healthy by using the right ingredients for them and their skin."—*Nicole Altavilla*

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HydroPeptide Solar Defense

Broad Spectrum SPF 30: This anti-aging facial sunscreen features antioxidants and moisture-binding peptides to hydrate, protect, and clarify the skin for a youthful-looking complexion. www.hydropeptide.com

Luzern Laboratories La

Défense: Suitable for all skin types, this mineral sunscreen contains licorice extract to help brighten skintone and zinc oxide to protect skin from UV rays. www.luzernlabs.com

Nature Pure Labs Lift

Perfection + SPF 20: Packed

with a blend of cranberry, green tea, pomegranate, and yarrow extracts, this serum helps repair aging skin, improving elasticity and firmness while providing broad-spectrum sun protection. www.naturepure.com

Neuma NeuSmooth

Illuminating Mist: This shine-enhancing spray helps protect strands from sun damage while smoothing flyaways for sleek, healthy hair. www.neumabeauty.com

Osmosis PDr Medical

Skincare UV Protection Harmonized Water: This

purified supplement imprinted with vibrational waves claims to help prevent sun damage by delivering targeted wave patterns to the skin in the form of water. www.osmosisskincare.com

Pevonia Hydrating Sunscreen

SPF 30: Formulated with aloe, green tea, and vitamins C and E, this formula helps defend skin against UV rays without irritation or clogging pores. www.pevonia.com

Solarex MD Mist Spray

Sunscreen SPF 50: Designed for clients on the go, this broad-spectrum spray applies

evenly and helps prevent sunburn. www.solarexmd.com

Sothys Paris SPF 20

Protective Fluid Face & Body: This sun lotion helps protect skin from sunburn and premature aging with tamarind extract and vitamin E. www.sothys-usa.com

Tizo Ultra-Sensitive Sun

Protection SPF 40: Suitable for sensitive skin, this paraben-free sunscreen provides a soft, silky feel that quickly dissolves into the skin for even coverage protection. www.tizofusion.com—*Jessica Morrobel*

PHOTOGRAPH BY SHUTTERSTOCK