

HAPPENINGS

Send your spa and industry news and photos to Kate Hamilton, editorial assistant, at khamilton@allured.com.

Editor's note:

For October's Happenings section, please tell us what you're doing for Breast Cancer Awareness month. This can include fundraisers, public awareness initiatives and other events.



Pevonia Botanica



At the 2005 Cannes Film Festival, the company was placed strategically in sight of the film industry's finest. Pevonia's 30-second commercial was aired throughout the entire festival on large media screens. 800-738-6642, pevonia@pevonia.com

Atelier Esthétique Institute of Esthetics



Annette Hanson and guests celebrate her 20th anniversary in the esthetic industry.

Annette Hanson, president and creator of the Simple Solutions and AquaSanté skin care lines, celebrated her 20th anniversary as a business owner in the esthetic industry with more than 100 friends, colleagues and staff at Bandol Bistro in New York City. "Atelier Esthétique Institute of Esthetics' anniversary is a joyous event. The Institute always has been a labor of love for me," commented Hanson. "I'm looking forward to the next 20 years in this exciting, evolving industry." 800-626-1242

Skin Inc. magazine

Skin Inc. magazine is proud to present the Everlasting Beauty track as part of Inside Beauty, held in conjunction with HBA Health and Beauty America in New York City—a beauty, health and wellness tradeshow event. This special educational series highlights a well-rounded collection of knowledgeable industry professionals and pertinent skin care topics for today's esthetician.

Allured Publishing's Global Trends Team will present a new perspective on the natural products and wellness craze. The dynamic editorial quartet of Laurie DiBerardino, of *Cosmetics & Toiletries* magazine, Cristen Bolan, of *Global Cosmetic Industry* (GCI) magazine, Melinda Taschetta-Millane, of *Skin Inc.* magazine, and Jeb Gleason-Allured, of *Perfumer & Flavorist* magazine, will reveal the most current data on growth markets, analyses of consumer behavior, insight into the hottest and most exotic natural ingredients on the market, and information on how the spa industry can capitalize on the growing naturals field. To attend Inside Beauty, contact 609-452-2800, ext. 104, or lconnolly@cmpprinceton.com.

Pictured clockwise from top: Melinda Taschetta-Millane, Skin Inc. magazine; Cristen Bolan, Global Cosmetic Industry (GCI) magazine; Laurie DiBerardino, Cosmetics & Toiletries magazine. Not pictured: Jeb Gleason-Allured Perfumer & Flavorist magazine.



PEOPLE



M. Lello

Belvedere USA Corporation welcomed Michael Lello as national spa consultant and salon design consultant. 800-435-5491



J. Davis

Benu Spa & Salon appointed Donna Shaffer to spa director. 888-772-2368, benucru@benuspa.com

David Suzuki, of **Bio-Therapeutic, Inc.**, was promoted to company president. 800-976-2544, info@bio-therapeutic.com



T. Garcia

Jeffrey L. Davis joined **DermaNew** as chief financial officer. 866-443-3762, customerservice@dermanew.com

Durocher Enterprises, Inc. added two new success coaches to its team—LaDonna Roye and Cherisse White. 877-596-0243, coaches@durocherenterprises.com

Taylor Garcia joined **GlyMed Plus, Inc.** as vice president of sales and business partnering. 800-676-9667, info@glymedplus.com



D. Suzuki, president, and J. Suzuki, founder, of Bio-Therapeutic, Inc.

Dermalogica

The company's new packaging reinforces prescriptive selling. On the back of each Dermalogica retail package, the text stresses the importance of professional skin analysis prior to purchasing any skin care product and advocates product selection by a licensed skin therapist. The package copy also will direct the client and professional to products that address the appropriate skin condition.

Also, the company recently participated in the annual Career Day held at the Optimist Youth Home in Eagle Rock, CA. The Dermalogica Foundation met with at-risk juveniles who are part of the Optimist's residency program for minors and discussed opportunities in the skin care industry as potential careers. 800-831-5150, info@dermalogica.com



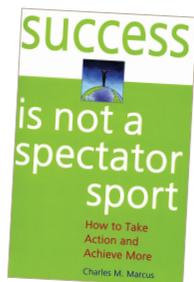
Malie Kaua'i

The Hawaiian-based beauty lifestyle company selected CJ Mills & Associates to distribute its line of floral aromatherapy and hydrosol-based products for personal care, home cleaning and home fragrancing. 866-767-5727, info@maliekauai.com

The Empowerment International Group Inc.

Charles Marcus, company president, recently authored *Success is not a Spectator Sport: How to Take Action and Achieve More* (Creative Bound International Inc.).

The book is a guide on successful business tactics and lessons to help create a game plan, shape strategies and find the discipline to attain success. 800-837-0629, info@cmarcus.com



MOVIN' UP, EXPANDING AND MERGING

Bliss San Francisco

Bliss opened its first West Coast location on the fourth floor of the W San Francisco Hotel. The 5,000-square-foot facility features a retail boutique, three movie-while-you-manicure nail stations, eight treatment rooms, and women's and men's lounges. 415-281-0990

Spa Talika at Élysées Marbeuf

Nestled in the prestigious Pershing Hall Hotel, the intimate Parisian spa is Talika's first major facility. It provides a full menu of treatments for different skin types, such as dull and dehydrated, as well as for different parts of the body. Services are complemented by personalized training sessions. 33 (0) 1 58 36 58 03, info@pershinghall.com



Spa Talika at Élysées Marbeuf

Medical Aesthetic Ventures

The company has moved to 790 Madison Ave., #402, New York, NY 10021. It can be reached via telephone at 212-772-0077 and by fax at 212-772-0763.



Tiberias Spa and Salon

Tiberias Spa and Salon

The 7,000-square-foot facility in Lakewood, NJ, offers a synergistic blend of esthetic treatments and innovative spa therapies in a private, intimate setting. Offerings include skin care, hair removal, body and massage treatments, facials and waxing that are targeted for women and men of all ages.

732-886-3737, info@tiberiaspa.com

Marinello Schools of Beauty

Celebrating its centennial anniversary, the school opened its new expanded facility in City of Industry, CA. A member of the cosmetology education and training industry since 1905, the location features new equipment, workstations and esthetic rooms. 626-965-2532

Yin Beauty & Arts Spa

Fresh to the New York City scene, this facility fuses traditional Chinese medicine with Western skin care techniques. Services offered include facials, body treatments, acupuncture and hair removal. 212-879-5040, yinbeautyarts@yahoo.com



Yin Beauty & Arts Spa

HAPPENINGS

Tricoci University of Beauty Culture



Mario and Franco Tricoci, pictured with the nine winners.

Mario and Franco Tricoci, owners of the Chicago-based schools, awarded nine full scholarships totaling more than \$85,000 during grand opening celebrations at their Chicago, Glendale Heights, IL, and Rockford, IL, campuses. In an effort to raise the bar for licensed professionals in the beauty industry, the Tricoci brothers continue to promote the latest technology and advanced techniques, as well as offer career assistance to their schools' students. 773-467-1900, info@tricociuniversity.com

Tweezerman International

Teaming up with Spa Chicks on the Go, a New York City-based mobile spa services company, Tweezerman provided gift baskets, as well as complimentary manicures, pedicures and brow shaping consultations, to the stars at the 2005 Tony Awards at Radio City Music Hall. Celebrities included actors Angela Bassett, Sally Field, Laurence Fishburne, Jeff Goldblum, Hugh Jackman, Allison Janney and Megan Mullally.

In other news, the Deluxe Shaving Brush was named Best Buy by *Men's Health* magazine at its Best Looks Grooming Awards. 800-645-3340, info@tweezerman.com

The International SPA Association (ISPA)

Partnering with WageWatch, Inc., the association now offers a new member benefit to address the pressing issue of compensation. Members will be provided with a free on-line tool that allows them to search and compare compensation, as well as information on benefits. 888-651-4772, ispa@ispastaff.com

The advertisement features a close-up of a woman's face with a dewy complexion. The text 'Red Wine' is written in a purple script font, with 'Blueberry and Cherry Collagen Peels' in a green sans-serif font below it. The 'SKIN FITNESS pure & simple' logo is positioned over a background of purple grapes. To the right, a green box contains text describing the benefits of the products. Below the green box, there is an image of the product containers and fresh fruit.

The Red Wine Line is a cocktail of youth enhancers including red wine (reservatrol), blueberries, cherries, pomegranate and tomatoes, all rich bioflavonoids and polyphenols essential for healthy, young radiant skin.

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HAPPENINGS

Mohonk Mountain House



The resort, situated on Lake Mohonk in New Paltz, NY, will equip its new 30,000-square-foot full-service spa with Enablez Inc.'s hospitality software solution, Resort-Suite SPA. The Spa at Mohonk Mountain House will offer a three-story facility that includes an indoor pool, an expanded fitness center, a yoga/motion room and a full-service spa. 845-255-1000, info@mohonk.com

SkinCeuticals

L'Oréal, one of the world's largest beauty companies, has acquired SkinCeuticals as the newest addition to its Active Cosmetics division. "The acquisition allows L'Oréal to strengthen its position in high-performance professional skin care," said Lindsay Owen-Jones, chairman and CEO. 800-811-1660, service@skinceuticals.com

The Day Spa Association (DSA)/The International Medical Spa Association (IMSA)

In May, the DSA/IMSA Awards & Charity Event "Cruise for the Cure" hosted the presentation of the Distinguished Day Spa Award 2005 to Enhance Face & Body Spa in Hartsdale, NY. The owners, Bonnie Hagen and Sherrie Eskow, accepted the award, along with the spa's staff. Facilities considered for the award must be accredited by the DSA regarding their adherence to the association's guidelines. Enhance became a member in 2001, and immediately applied for accreditation of its program and facility. 201-865-2065, info@dayspaassociation.com

OPI

In an effort to support safe motherhood throughout the world, the company donated products to Maternal Fetal Care International (MFCI), a charitable organization dedicated to making every mother and child count. "Far too many women and infants in underdeveloped areas around the globe die each year due to the lack of skilled medical health professionals," says George Schaeffer, president and CEO of OPI.



Lisa Masterson, MD, of Ocean Oasis, presents OPI products to the staff of Ghana Hospital on behalf of MFCI

In other news, OPI's Japanese Collection adorned the nails of rock foursome

The Donnas on the cover of *Elle Girl* magazine. Shades such as Dress to Empress, Miso Happy With This Color, Suzi Sells Sushi by the Seashore and You're Such a Kabuki Queen graced the girls' tips. 800-341-9999

SPA GOES TO HOLLYWOOD

Bullie Care

Jeremy Piven, lead actor on HBO's series *Entourage*, has chosen the product line as part of his daily skin care regimen. Other celebrities singing Bullie's praises include musicians Ryan Cabrera and Ozzy Osbourne, Fox's *American Idol* host Ryan Seacrest and actor Hugh Jackman. 866-628-5543, orders@bulliecare.com



Manicurist Laura Ho and Rebecca Resnick.

China Glaze

Making its cable debut, China Glaze's nail color, Diva Bride, recently appeared on TBS' *Movie & a Makeover*. During the airing of the blockbuster hit *Pretty Woman*, makeover recipient Rebecca Resnick, of West Hollywood, CA, received a manicure and pedicure on the rooftop of the Avalon Hotel in Beverly Hills. 800-624-5776

Valeant Pharmaceuticals International

The company announced a partnership with actress Courteney Cox to represent its Kinerase skin care line. Best known for her role as Monica on NBC's hit TV series *Friends*, Cox signed on because of the gentle, but significant, results she experiences. "Kinerase is a simple and effective skin care regimen that keeps my skin looking healthy and youthful," she says. 800-556-1937



HAPPENINGS

Jean Madeline Inc.

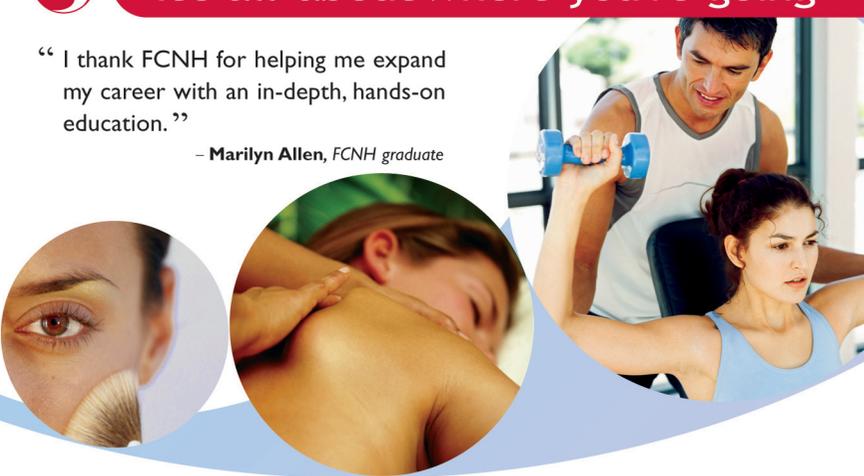
The group of Philadelphia salons expanded with the recent addition of Salon NormanDee, located in Northeast Philadelphia. "Salon NormanDee has a fine reputation for quality work, and it is an excellent addition to our group," said Sam Lehman, president of Jean Madeline. The 3,600-square-foot spa is the fifth location owned by the company. 215-238-9998

National Cosmetology Association (NCA)

The Minnesota chapter held a Gala Dinner and Silent Auction that raised more than \$2,000 for the Salons Against Domestic Abuse Fund (SADAF). The proceeds were designated to benefit The Day One Center in St. Paul, MN, which provides shelter information, including availability and services, to abused women and their children. 763-398-0818, nca1@ncacares.org

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 Sarasota, FL (Branch Campus) **800.966.7117**

Virginia School of Massage
 Charlottesville, VA (Main Campus) **888.599.2001**

Baltimore School of Massage
 Baltimore, MD (Main Campus) **888.636.7929**
 York, PA (Branch Campus) **866.699.1881**

Visit www.steinered.com for a complete listing of 2005 continuing education courses.

PEOPLE

The Fashion Institute of Design and Merchandising honored Susan Raffey Allen, technical director of **Innovative Body Science**, with the Outstanding Instructor of the Year Award. 888-700-7727, info@innovativebodyscience.com

Kathy Zia was named spa director for sister spas **ONE at Shutters on the Beach** and **The Spa at Hotel Casa Del Mar** in Santa Monica, CA. The Spa at Hotel Casa Del Mar can be reached at 800-898-6999.

Spilo Worldwide announced the addition of Allison Chirba to the sales support department as account executive. 800-347-7456, sales@spilo.com



A. Chirba

Tweezerman appointed Lori Schwickardi to vice president of sales and marketing. 800-645-3340, info@tweezerman.com

Charlene M. Butts recently became school program specialist for **Universal Companies, Inc.** 888-558-5571, info@universalcompanies.com

RAISE AWARENESS FOR BREAST CANCER



Because October is Breast Cancer Awareness month, it is the perfect time not only to increase awareness of this disease, but also to raise money for research and patient support. Find out what the following spas and skin care companies are doing to get the word out.

Aveda

With the launch of its limited-edition Hand Relief lotion, the company aims to raise \$200,000 for breast cancer. With each sale, \$4 will be donated to the Breast Cancer Research Foundation. The hand cream comes uniquely packaged, featuring a signature Breast Cancer Awareness pink ribbon design and a matching pink cap. 800-644-4831

Blue Medical Beauty Spa

The Sherman Oaks, CA-based spa launched a new program to benefit breast cancer research. Blue will donate 30% of the total proceeds generated by its Pink Ribbon 02 Facial, as well as all of its on-line or in-spa sales of Bio-Lift Oxygen Facial System products. The proceeds will go to the Susan G. Komen Breast Cancer Foundation. 818-783-3600

Essie Cosmetics

The company will donate a percentage of the proceeds from the sale of its limited-edition Pink Ribbon nail polish to The Libby Ross Foundation, an organization with the mission of making a significant difference in the lives of women afflicted with breast cancer through unique support programs. A soft pink shade with a touch of shimmer, the polish will help raise funds, as well as awareness. 800-232-1155, info@essie.com

Business Education for Salons Today (B.E.S.T.) Foundation



The first Executive Salon Management Program graduating class.

The University of California Los Angeles' (UCLA) Anderson School of Management's first Executive Salon Management Program recently was featured in *USA Weekend* newsmagazine. In partnership with B.E.S.T., the program is one of the first collaborations between the salon industry and a business school.

In other news, B.E.S.T. will conduct its second Global Salon Business Forum & Awards in Barcelona, Spain, June 3-6, 2006. The event recognizes and honors leading salon owners who contribute to the salon industry and their own community, and who have demonstrated extraordinary business and entrepreneurial success consistently in the areas of salon leadership, general management, financial prosperity, marketing and promotion. 310-887-7072

Miracullum Spa



Jolanta Omski, esthetician and owner of the Walnut Creek, CA-based spa, led Parkmead Elementary School students in a hands-on session about the importance of good skin care. Focusing on sun protection, Omski covered proper cleansing and sun protection. According to kidshealth.org, most children receive between 50-80% of their lifetime sun exposure before age 18. 925-943-6146, info@miracullum.com

A-Cute Derm

The company now offers more than 90 private-label product options for spas, physicians and other industry professionals. Custom formulations also are available, as well as in-house graphic design and label creation. 800-922-2883, info@acutederm.com

Cornelia Day Resort

Robb Report, the luxury manual for life and leisure, named the New York City-based luxury spa and day resort the "Best of the Best" in its annual June issue. 866-663-1700, info@cornelia.com

HAPPENINGS

Aveda Fredric's Institute



From Left: Beacon Scholarship winners Tristie Ayers, Annie Napier, Amy Krallman, Julie Specker and Chelsea Schwertz.

Five students recently won Beacon Scholarships, which offer cosmetology students the opportunity to learn the business side of the industry. Scholarship winners received complimentary tuition to The Salon Association's Annual Symposium. Student selection was based on creativity, presentation and content, and applicants were encouraged to show their love for the industry in a unique format. 877-283-3233

National Coalition of Estheticians, Manufacturers/Distributors & Associations (NCEA)

The International SPA Association (ISPA), the Professional Beauty Association (PBA) and the Universal Esthetics and Spa Association have joined the NCEA's coalition of industry professionals. "Uniting the skin care industry through the coalition's efforts will help to standardize training and education across the country for estheticians," said Susanne S. Warfield, executive director of NCEA. 201-670-4100, nceaorg@aol.com

Psoriasis Cure Now

On the season finale of CBS's *King of Queens*, actor Jerry Stiller's character, Arthur, faced his psoriasis. Psoriasis is an incurable, recurring disease of the immune system that causes dry, painful skin lesions that can crack, bleed and itch. Despite more than 2% of adults having the disease, it has not been represented in Hollywood. Psoriasis Cure Now, an advocacy group striving to increase public awareness and government support, hopes this fictional portrayal will further publicize the condition. 301-571-2393, info@psorcurenow.org

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Public Image Ltd. Salon



Wayne Valley High School students with the Public Image Ltd. team. From left: Mike Winand, Dana Rossi, Jeremy Hreha, Faith Speidel, Kelly Brown, Nick DeGenova, Teddy Winand and Chris Cavallo.

The Wayne, NJ-based salon recently hosted a beauty makeover event for students from Wayne Valley High School to raise awareness about the dangers of drinking and driving. The fundraiser campaign, which was organized to benefit Mothers Against Drunk Driving (MADD), required students to sell red ribbons that can be tied onto car antennas. Thirty fundraising students were treated to complimentary makeup lessons and haircuts as a reward for their hard work. 973-633-9740

The International Dermal Institute (IDI)



The Institute recently awarded 10 skin therapists with Honors diplomas for 300 hours of postgraduate study. Winners posed with IDI faculty members. (Bottom row, from left): Simone Lawson, Melissa Kaufer, Jennifer Michaels, Allison Jones and Shannon Meder. (Top row, from left): Marisol Mendoza Misas; Angelika Accornero; Jane Wurwand, founder and principal; Kathrine Heinzman; Annet King, director of training and development; Heather Hickman, senior instructor; Jocelyn Gideon; Joy Knapp; and Saddy Lynn Ortiz.

Offering a unique opportunity for skin care therapists, IDI is hosting an industry job fair on August 15, 2005, at the school's Irvine location. Area employers, successful skin care centers, medical spas, day and destination spas, and full-service salons will participate in the event. In addition, IDI will offer materials to job seekers, such as résumé tips. 888-292-5277



R. Gadberry

YG Laboratories

Rebecca James Gadberry, president, and Bob James, CEO, were honored by Beauty Industry West (BIW) as 2005 Entrepreneurs of the Year. The honor resulted from the innovative and strategic business outlook that made it possible for mid-size cosmetic brands in spas, salons and medical practices to provide high-performance skin and body care to clients. 800-999-4569, info@yglabs.com

MEDICAL

Too little or too much?

Scientists have found that vitamin D is important for preventing—and even treating—many types of cancer. The “sunshine vitamin,” produced in the skin from ultraviolet rays, is essential for its cancer-fighting benefits. Many people aren't getting enough vitamin D, because it is difficult to obtain from food and supplements alone. To encourage people to take in more vitamin D, scientists are now recommending “safe sun”—or 15 minutes of exposure with sunscreen—a few times a week.

Acne gone awry

Isotretinoin, a drug once considered the standard for treating severe acne, has been linked to birth defects in children of women who used it during pregnancy. The substance, already under investigation by the U.S. Food and Drug Administration (FDA) for possible links to causing depression and suicidal behavior in teens, will come with stricter prescription guidelines in July. New restrictions on the drug required pregnancy tests for patients capable of becoming pregnant, as well as informed consent, counseling and patient education.

Smells like grapefruit

Eau de grapefruit, anyone? A new study shows that the fruity aroma from grapefruit may shave years off your appearance. Alan B. Hirsch, neurological director of the Smell & Taste Treatment and Research Foundation, in Chicago, says that fragrance can contribute to the perceived age of an individual. “In the presence of the smell of pink grapefruit, women appear to be six years younger than their real age,” he says. Having made a career out of smelling things, Hirsch also has found that banana, green apple and peppermint aromas can help people lose weight.

For more information on the items in this section, visit www.SkinInc.com/news.