

Premiering Personnel



JAIME HUFFMAN

Universal Companies welcomes Jaime Huffman to its team as senior vice president of spa development. For 14 years, Huffman served as executive spa director at Grove Park Inn in Asheville, North Carolina. She holds a Masters in Public Health, along with licenses in therapeutic massage and bodywork, and served as president of the Federation of State Massage Therapy Boards (FSMTB) and on the executive committee of

the International Spa Association (ISPA). In her new role with Universal Companies, Huffman will lead the product development, education and equipment teams.

Spafinder Wellness, Inc. has named Missy Godfrey as its new CEO to lead strategic planning and global operations for the company. Godfrey most recently served as CEO of SocialFlow, a social media marketing software company, and as a Spafinder Wellness board member for the past 10 years. Godfrey also held senior executive positions at Hearst, Primedia, *Worth* and American Express Publishing. Pete Ellis, who has been CEO of Spafinder since 2002, will continue as chairman of the board of directors. Ellis also serves as chairman emeritus of the Global Spa & Wellness Summit, which he co-founded in 2007.



MISSY GODFREY

BiON Research has appointed two new educational directors to its staff. Cheryl Matthews—a licensed esthetician, certified master reflexologist and makeup artist—will serve as the director of education. Matthews owned and operated the Soul 2 Sole Salon & Spa at the Marriott in Marina del Rey, California, and launched makeup line



CHERYL MATTHEWS

Behold Cosmetics. Krista McKowen will serve as national media educator to provide advanced education to BiON customers. McKowen previously worked as a spa owner and medical spa director, and plans to use her Spanish language fluency to contribute to BiON's international growth.



KRISTA MCKOWEN



Opening Moves

Murad, Inc. has opened its first stand-alone boutique in Los Angeles, a 1,500-square-foot retail space that will serve as the skincare brand's global flagship location. In addition to selling the full range of Murad products, the store will offer personalized services, including consultations that feature skin analysis using a high-definition camera.

The company has also made a recent move to increase its European investment and expansion, with the acquisition of a long-term U.K. distribution partner. With a planned acquisition of a Hong Kong distributor in the works, Murad is driving its presence across Asia as well.

Back at home in El Segundo, California, Murad moved its global headquarters to a new 45,000-square-foot space. The company's flagship spa will remain in its current location, but will see significant renovations in 2015.



CHRISTINE HEATHMAN

Aptly Awarded

Christine Heathman, owner of GlyMed Plus, was honored in September with the Crystal Award at the International Congress of Esthetics and Spa Convention in Long Beach, California. The award, sponsored by Les Nouvelles Esthétiques & Spa, recognizes professionals who work

endlessly and selflessly to improve the standards of the esthetics industry. Heathman is an esthetics pioneer, licensed master esthetician and advocate for the esthetics industry. For 30 years, she has been considered a renowned industry expert and leader in science-based skin care and protocol development.