

Ocean Minded

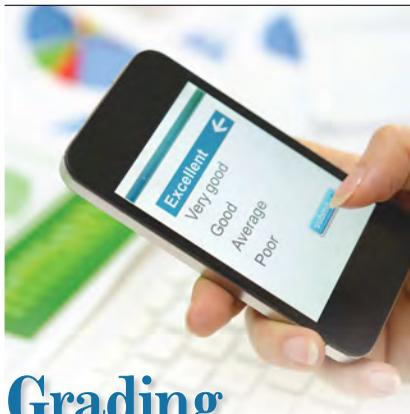
As an increasing number of cruise ship spas are hitting the high waters, more spa brands are making their way to sea.

Canyon Ranch, which operates resort and hotel spas as well as the SpaClub at Sea on several cruise ship lines, recently introduced a selection of spa products and services designed specifically to address at-sea concerns. One of its latest partnerships is with Celebrity Cruises, 10 of whose ships are now home to a SpaClub at Sea. They offer the following brands and exclusive services:

- Environ (results-oriented skin care)—Enhancing, Purifying and Ultimate Vitamin Therapies, plus a medical-grade peel option
- Red Flower (environmentally and socially responsible skin- and body care)—body scrubs, Swedish massages and an aromatherapy ritual

- Shankara (facial, body care and aromatherapy products that blend ayurveda with Western anti-aging solutions)—body wraps and meditation-inducing treatments

The SpaClubs' amenities include wellness and fitness centers. Passengers who want to be fully immersed in the Canyon Ranch experience can book themselves into spa-adjacent AquaClass staterooms, which provide exclusive access to a solarium and relaxation room.



Grading the Nation

Whether you love or hate discount websites, you may be interested in the results of a recent survey by Groupon that aimed to peg the most pampered places in the country.

Taking statistics from 150 cities across the United States, the popular deal site

ranked each locale based upon residents' spending so far this year on deals such as haircuts and coloring, waxing, massages, nail services and facials.

Green Bay, Wisconsin, was top overall, and No.1 in purchases of facials, second in spending on hair services, and 16th on nail deals. A wide geographical range of cities and suburbs—including three in New York—rounded out the main list.

A further breakdown of categories revealed that Seattle is No.1 in waxing purchases, and that Seattleites were "most likely to wear a bikini in the rain," while Washington D.C. took the lead for most purchases of spa day passes.

Not surprisingly, Las Vegas was ranked first in the "Hangover IV Therapy" category but, less predictably, residents of Baton Rouge

and Shreveport, Louisiana, are apparently concerned with having the pearliest whites and most tanned skin, respectively. Other revelations: Charleston, South Carolina, residents were No.1 in B₁₂ injection purchases, while those in Eugene, Oregon, bought the highest number of infrared sauna passes.

Check out the survey's list of "Most Pampered Cities":

1. Green Bay, Wisconsin
2. White Plains, New York
3. Cleveland, Ohio
4. Austin, Texas
5. Santa Barbara, California
6. Stamford, Connecticut
7. Charlotte, North Carolina
8. Mobile, Alabama
9. Bergen, New Jersey
10. Omaha, Nebraska

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IN THE NEWS

Appointment Time



NEAL KITCHEN

HydroPeptide has announced the appointment of Neal Kitchen, Ph.D., as executive vice president of strategy and development. Dr.

Kitchen will help accelerate the brand's growth strategy by developing its anti-aging skincare products and advancing its peptide technology.

These goals are in line with HydroPeptide's recent re-launch—coinciding with the company's 10th anniversary this year—which included new and updated micro collections featuring enhanced peptide formulations.

Prior to his transition to HydroPeptide, Kitchen served as senior product manager at Thermo Fisher Scientific, where he developed new products in the life science industry and managed high volumes of products involved in protein biology research. He also served on HydroPeptide's board of advisors.

In his new role, Kitchen is looking forward to bridging the gap between the scientific lab and the consumer. "During my time on the board, I helped with new product development, specifically focusing on what the best peptides are, and how to formulate them so that they work as effectively as possible," he explains. "The most intriguing part for me in this new position is taking something that has been studied at the scientific bench and being able to apply that knowledge by creating a product that customers can actually use."



CHRISTINE HEATHMAN

Barbering, Esthetics, Electrology, and Nail

Christine Heathman, CEO and founder of **GlyMed Plus**, has been appointed to the Utah State Board of Cosmetology/

Technology Licensing.

The three-year appointment, made by Utah governor Gary Herbert, will see the skincare veteran working alongside staff members from the Utah Division of Occupational and Professional Licensing to review current licensing issues and legislation in the state.

In 2000, Heathman—along with other community business leaders—lobbied the Utah state legislator to require licensing for employees using chemicals in treatment rooms. A year later, HB105 was passed, making Utah the first state to establish the master esthetic license. California, Virginia and Washington followed suit, introducing legislation that requires licensing for estheticians and master estheticians.

Heathman is eager to remain an active voice in the conversation regarding state licensing requirements. "Appointment to the state board is not only an honor but a privilege, so I can continue to serve the interests of both the public and the professional," she says.



STEFANO BRONZATI

Stefano Bronzati has been appointed as **Phytomer Group USA's** new director of sales. Having previously served as the director of

operations for well-known restaurant chains, Bronzati is applying his human resource development and operations management skills to the world of marine-based skin care and cosmetics. In his new role, Bronzati will be charged with overseeing Phytomer's U.S.-based sales force of account managers, who work directly with 600 Phytomer spa partners.

Bronzati is embracing the company's main goal of focusing on research to transform skin care. "I'm excited to be part of Phytomer's team of spa enthusiasts who every day help clients grow their businesses by offering constant support, sales assistance and continued education," he says.



Younger Definition

Millennials (people born between 1982 and 2000) are often pegged as a self-involved “Peter Pan” generation, but their views on health and wellness are still being discovered. And given that this group comprises an estimated 27% of the population, it behooves spa owners and wellness practitioners to find out more.

In an attempt to nail down the younger generation’s takes on such subjects, the Hartman Group recently conducted an “Outlook on the Millennial Consumer” survey, which asked nearly 1,500 millennials to rank attributes that define health and wellness in order of importance. Upon completion, the company published an infographic showing its findings.

Being physically fit was the top-ranked criterion, with 60% of respondents deeming it “important”, while the lowest priority, with 38%, was “maintaining a spiritual balance.” Nearly half considered mental and spiritual health to be as important as exercise. Categories that fell into the 50% range included leading a balanced lifestyle, feeling good about oneself, having energy for an active lifestyle, and not being ill. Being able to deal with stress, not being overweight, and being happy and cheerful were each thought to be “important” according to 47% of respondents. For more information, visit hartman-group.com.

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