

AMERICAN SPA MAGAZINE

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THE SPA PROFESSIONAL'S CHOICE

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Stroke of Genius

Discover how today's cosmetics and creative techniques enhance the hard work of spa therapists and help spa-goers look and feel their best.

BEAUTY IS BOOMING. THE BEAUTY INDUSTRY is nearing \$50 billion and is expected to continue growing. The deluge of beauty products is exciting and potentially profitable for your spas, but according to new research from Mintel, it can be overwhelming for many clients. According to Margie Nanninga, beauty analyst at Mintel, focusing on products that are fun and easy to use makes them more appealing to clients. Eager beauty consumers need tools and advice to help differentiate between brands and products and what trends are right for them. That's where your spa's experienced team can shine. Here, we've connected with the experts to provide your staff with the most helpful tips for adopting today's hottest trends and finding the perfect cosmetics solutions for your clients. —Jennifer Nied



Beauty Basics

No matter the season or the style, proper tools and techniques will always be on trend. Here is some insight from the pros. —J.N.



"Key tools include tissues, Q-tips, cotton pads, brush cleaner, and a good set of brushes. In terms of products, makeup primer and translucent powder are important to keep in stock." —Julia Albelaj, makeup artist, The Sibley Spa at The Carlyle, a Rosewood Hotel (New York City)

"Working with hands and fingertips to warm and manipulate products is huge." —Janeena Billera, senior national makeup artist and educator, glo minerals

"Disposable brushes and wands for your clients to freshen up their looks after a service and a welcoming nook to do so are important." —Daniene Zembrod, master artist, Ecco Bella

"Softer contouring, known as non-touring, so we still get definition but with a more natural-looking effect, is one of the key techniques to take away from this year." —Nannah Hatcher, global educator, Jane Iredale

"You should keep a great set of makeup brushes in stock to work with. Also, keep a good stock on hand for clients to purchase. Once they see how you use your brushes and how important they are to makeup application, they will want to purchase them from you." —Alejandro Falcon, artistic director and national educator, Osmosis Pür Medical Skincare

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THROUGH THE LOOKING GLASS

"I think an effortless and chic approach to makeup will be in. People are now attached to accentuating one feature on the face, and in turn, it being a beautiful personal statement. I believe we are going to see a lot more of this in the near future."

– Janeena Billera, Senior Makeup Artist & Educator