

THE SPA & WELLNESS AUTHORITY

# american spa



WELLNESS  
TRENDS TO  
WATCH IN  
2024

# THE FORECAST IS CLEAR

## THE SPA AND WELLNESS INDUSTRY CONTINUES TO GROW AND EVOLVE

each year, and has recently reached a new record value of \$5.6 trillion, according to a new report from the Global Wellness Institute. The research also reveals that the wellness market is expected to reach \$8.5 trillion by 2027. Given these figures, it's obvious that self-care and wellness continue to be an essential part of our daily lives. The idea of wellness today includes everything from spa treatments and spa amenities, like hydrotherapy circuits and touchless technology, to nutrition, mental health, and wellness tourism. Resort spas, day spas, and medical spas are prioritizing mind, body, and spiritual health and wellness through their many offerings and the introduction of innovative technology and treatments, many of which are profiled in this year's trend report.

Last year, we reported that mindfulness, skinnimalism, touchless treatments, virtual and self-guided wellness, and compression therapy were all going to play a significant part in the spa and wellness industry, and they did. This year's industry professionals highlight the increase in holistic healing, Blue Zone concepts, a greater sense of community, and wellness real estate, among so many other important topics.

In this report, you'll find trends from resort, day, and medical spa professionals combined with insight from our report's sponsors to give you a comprehensive look at what's to come next year. I sincerely hope that you enjoy reading and learning about these trends and insights for 2024. By selecting and implementing the trends best suited to your business, you can connect your guests to the ones that are right for them and drive revenue for your spa or wellness business. What other trends do you believe will be popular in 2024? I'd love to hear from you.

Wishing You Wellness,

*Nicole Altavilla*

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## american spa

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# The Addition of Blue Zone Concepts to Offerings

By incorporating the essentials of the lifestyle practices of Blue Zone regions, spas can help guests live a healthier and longer life.

By Marcus Coplin, N.D., a Naturopathic Medical Doctor and Medical Director at Murrieta Hot Springs Resort (CA)

**T**he concept of Blue Zones has firmly planted itself into the minds of health enthusiasts and the wellness-curious. Focusing on the healthy longevity discovered in Blue Zone regions, it is no surprise that wellness businesses and spas around the globe are rushing to figure out how to include these concepts in their offerings. Exploring this idea, we must first ask: what is a Blue Zone?

Blue Zones were first discovered by mapping out communities of rural Italian villages where people regularly lived long and healthy lives—often to 100 years old. Researchers continued the search worldwide to find other places that share this phenomenon. People located in Blue Zone communities around the world show fewer chronic, metabolic, and degenerative diseases; less cardiovascular disease; less dementia; less metabolic illnesses like Type II diabetes; less cancer; and an

overall increased length of healthy life. As more of these regions were uncovered, a picture emerged of the common core elements between these places—a longevity-based lifestyle. It turns out that by incorporating the essentials of the lifestyle practices of these regions, anyone can improve their healthspan and live a healthier and longer life.

The practices break down some basic concepts, what researchers term the Power 9: moving naturally, finding purpose, downshifting stress, eating in moderation, focusing on plant-based diets, enjoying a little wine, nurturing community, prioritizing loved ones, and cultivating a sense of belonging.

For wellness and spa businesses, implementing aspects of the Power 9 can be as straightforward as thoughtful nutrition, movement classes, self-development classes, or social experiences to develop

the community. But one essential key feature of Blue Zones is not often highlighted in the current buzz—water!

In all the Blue Zones investigated, most have access to geothermal waters and a cultural practice around using them for health and wellness. Essentially, they have an embedded hot springs culture. The science of this practice is called balneology, and it shows that bathing in geothermal waters can improve various health conditions and can be considered a valid component of health and wellness/prevention routines. Other hydrothermal therapies, like sauna bathing or cold plunging, have their place in this spectrum of treatments and can easily be incorporated into a spa or wellness business. Hydrothermal and balneotherapy can reduce inflammation, improve circulation, enhance elimination/detoxification, and help the body adapt to stress—all key components to enhancing longevity. So, for spas and wellness businesses looking to go Blue this year, remember the unsung Blue hero: water. ●



**BIO:** Marcus Coplin, N.D., is a primary care naturopathic medical doctor specializing in the field of integrative physical and rehabilitation medicine and integrative

oncology. He also serves as the medical director at the historic and newly reimagined Murrieta Hot Springs Resort (CA).

# Integrative Medicine Takes on a Bigger Role in Overall Wellness

There are several emerging trends in testing and healing therapies to help people live longer and healthier lives. **By Anne Melby, Director of Spa and Recreation at Loma de Vida Spa and Wellness at La Cantera Resort & Spa (San Antonio)**

**I**n 2024, integrative medicine will take a bigger role in spa and in people's lives overall. The focus on living and longevity has flourished as people have come to truly appreciate what a gift living is, and here are a few emerging trends in testing and healing therapies.

## Testing and Screening: Cancer

There are predictive genetic tests for cancer risk genes and also blood tests, such as the Multi-Cancer Detection (MCD), that measure biological signals in body fluids that may be shed by cancer cells. These are also referred to as biomarkers or tumor markers. One of the most known tests is the Galleri cancer test. There are also many DNA or illness-specific kits that use saliva or urine that can be done very economically and sent into a lab.

## IV Hydration Therapy

This is a quick and immediate result response therapy. It is used to recover lost fluids and electrolytes primarily, which has an immediate impact on sleep, mood, and cognitive function. IV hydration therapy is also great for fatigue recovery, jet lag, weight loss programs, and hangover cures.

## Halotherapy

Halotherapy is a healing therapy that has been around for centuries. Himalayan salt produces negative ions that fight free radicals. This creates an anti-inflammatory environment that greatly

improves immune function and respiratory conditions.

## Products With Vitamin D Supplementation

Vitamin D is a hormone and not a vitamin, and is also only made in the skin. Vitamin D is responsible for muscle function; defending against the onset of disease, particularly cancer; immune system function; brain development; and lowering risk factors for symptoms of depression and anxiety.

## Lymphatic Therapy

Lymphatic therapy is great for all clients and excellent for those recovering from lymph node removal or edema. Manual lymphatic drainage therapy is a light-touch technique that promotes circulation and encourages the drainage of lymph nodes through sound therapy, breathwork, and massage. It is recommended for people with poor circulation and swelling.

## Sleep Programs

The importance of sleep cannot be stressed enough. There is an emergence of products, nutrition, massage, vitamins/hormones, relaxation music, yoga, acupuncture, and meditation all geared so that clients can get their beauty rest and relaxation. Lack of sleep can lead to decreased attention to detail, obesity, diabetes, anxiety, depression, and more. Sleep is essential for healing and repair. ●



**BIO:** Anne Melby is the director of spa and recreation at Loma de Vida Spa and Wellness at La Cantera Resort & Spa (San Antonio).

## EDUCATION IS KEY WHEN IT COMES TO PFAS

**Spa-goers are more aware than ever about the negative effects of PFAS in beauty products, and therefore, opting for cleaner formulas.** By Adriana Perez-Nakamura, Licensed Esthetician



**P**FAS, or per- and polyfluoroalkyl substances, are a class of synthetic chemicals containing fluorine atoms bonded to carbon atoms. They have unique properties, including water and oil resistance. These (and other) properties make them valuable for industrial and consumer applications. They are called “forever chemicals” thanks to their long half-life in the environment; they don’t easily break down and are challenging to remove. Some PFAS remain in the environment for hundreds to thousands of years.

PFAS are in many products/industries, including cosmetics, non-stick cookware, waterproof and stain-resistant fabrics, food packaging, electronics manufacturing, and medical devices. They have been found in various parts of the environment, including water (groundwater, surface water, and drinking water); soil (near industrial sites); and air (sometimes released into the air during manufacturing processes, settling in soil or water).

According to the Food and Drug Administration (FDA), certain PFAS are in some lotions, cleansers, nail polish, shaving cream, foundation, lipstick, eyeliner, eyeshadow, and mascara. PFAS in cosmetics condition and smooth the skin. They also affect product consistency/texture. The fluorine in PFAS is hydrophobic—useful for creating water-proof products.

Some PFAS are unintentionally in cosmetics thanks to raw material impurities or breakdown of PFAS ingredients that form other PFAS. Common PFAS in cosmetics include polytetrafluoroethylene, perfluorooctyl triethoxysilane, perfluorononyl dimethicone, perfluorodecalin, and perfluorohexane.

PFAS exposure is linked to health effects including infant developmental issues (low birth weight, delayed development, altered immune system function); liver damage (increased liver enzymes and fatty liver disease); weakened immune system; thyroid disease; reduced fertility; and delayed puberty. Research on the cancer-causing potential of PFAS continues, but some have been classified as potentially carcinogenic in animal studies—specifically, PFOA (perfluorooctanoic acid) and PFOS (perfluorooctanesulfonic acid).

In 2016, the International Agency for Research on Cancer (IARC) classified PFOA as “possibly carcinogenic to humans.” Some epidemiological studies suggest potential links between PFAS exposure and certain cancers; however, more research is needed to establish a

definitive causal relationship in humans.

There’s no universally agreed-upon “safe” level of PFAS exposure; health effects vary depending on the specific PFAS compound, exposure time, and individual factors. Agencies like the U.S. Environmental Protection Agency (EPA) have established health advisory levels for specific PFAS compounds in drinking water. These levels are typically in the low parts per trillion (ppt) range because of concerns about the potential health risks of even low-level exposure.

The health effects of PFAS are being researched, and the EPA is identifying what PFAS are and are not—from a legal perspective. Currently, there’s no clear PFAS definition, making it harder to create laws about them. There are over 12,000 forms of PFAS; before they can be regulated, they need to be classified into a specific group. There are also no better alternatives to PFAS, and until a beneficial, effective alternative is found, it’s hard to create laws around them.

You can’t avoid PFAS entirely. However, you can take steps to reduce your exposure.

Educate yourself about products/materials that may contain PFAS, and if you’re unsure about a product, contact the manufacturer. Read labels and follow PFAS-related news. Choose alternative cookware. Install a water filter certified to remove PFAS (like reverse osmosis and activated carbon filters) if you’re concerned about PFAS in your drinking water. Choose PFAS-free cleaning products, especially if you use them on surfaces that come into contact with food.

And finally, support regulations that advocate for stricter oversight of PFAS in your community and at the government level.

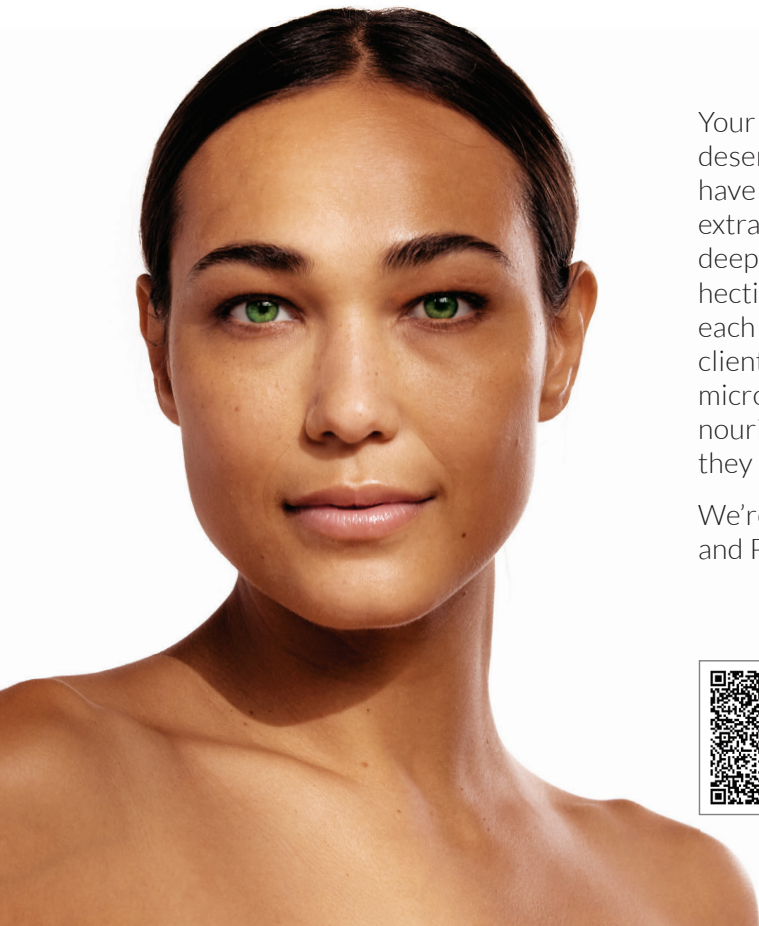


**BIO:** Adriana Perez-Nakamura is a writer and esthetician (2010). She works for DiamondTome, the “exfoliation experts.” For the information in this article, she interviewed Casey Walker, Graduate Student at the Bren School of Environmental Science & Management at

the University of California, Santa Barbara. Walker is currently a Yale Environmental Fellow, where he analyzes the impacts of water pollution on marginalized communities of environmental justice concern. For more info, contact [adriana@newapeel.com](mailto:adriana@newapeel.com) or visit [www.diamondtomepro.com](http://www.diamondtomepro.com).

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# The Rise of Holistic Healing

Spas are offering travelers an experience that creates a more balanced, harmonious, and healthier way of living that far exceeds their trip.

By Dagmarie L. Sánchez Jiménez, Spa Director at The Spa at Condado Vanderbilt (San Juan, Puerto Rico)

**T**he spa and wellness industry is primed for a holistic revolution concentrating on wellbeing in the most organic sense. The trend of holistic healing is redefining the spa experience at hotels and resorts, offering travelers a profound journey that encompasses the entire self while they are away from home and their usual daily health practices. It's a trend that goes beyond a mere spa visit; it's a transformational voyage that creates a more balanced, harmonious, and healthier way of living that far exceeds the trip.

## What is Holistic Healing?

Holistic healing represents a comprehensive approach to wellness that integrates the physical, mental, emotional, and spiritual aspects of self. It acknowledges that true wellness goes beyond the absence of illness and encompasses harmony and balance within and with the environment.

## Benefits of Holistic Healing

- **Comprehensive Wellbeing:** Holistic healing addresses not only physical ailments, but also mental and emotional imbalances, providing full-body, total wellness.
- **Stress Reduction:** The integration of various treatments, such as reiki, craniosacral therapy, and yoga help reduce stress, anxiety, and emotional tension, promoting relaxation and mental clarity.
- **Enhanced Immunity:** Manual Lymphatic Drainage boosts the immune system, helping the body defend against illnesses and



maintain optimal health.

- **Spiritual Connection:** For those seeking a deeper spiritual connection, these types of treatments allow travelers to explore and nurture their spiritual side while en voyage.
- **Mindfulness Practices:** Retreats typically incorporate mindfulness and meditation sessions to help participants develop a deeper awareness of their thoughts, emotions, and surroundings.

## Why Holistic Healing Will Be a Big Trend in 2024

- **Personalized Experiences:** In an age where personalization is highly valued, holistic healing provides spa-goers with tailored experiences that cater to their unique needs and goals.

- **Mind-Body Integration:** The modern world often separates the mind from the body, as it does humans from nature, leading to various health issues. Holistic healing bridges this gap, offering a more well-rounded approach to health for ourselves and our surroundings.
- **Spa Appeal:** Holistic spas have the advantage of offering intimate, exclusive experiences that align perfectly with these principles. ●



**BIO:** Dagmarie L. Sánchez Jiménez, spa director at The Spa at Condado Vanderbilt (San Juan, Puerto Rico), is a distinguished professional in the spa and wellness

industry, boasting a remarkable 24-year career filled with outstanding accomplishments.

# Wellness Events to Improve Social Connections

Spas are helping to enhance social connections and nurture the mind, body, and spirit through wellness events.

By Cheyenne Bowers, Spa Director at The Spa at The Resort at Pelican Hill (Newport Beach, CA)

It's essential to acknowledge that wellness is an ever-evolving concept, and in today's context, it encompasses far more than just fitness, expanding beyond its previous boundaries. The modern spa industry has evolved significantly beyond the thermae and Roman baths of ancient history. As we look ahead, we can anticipate continued transformation in spa experiences. In 2024, the relationship between wellness spending and health outcomes will significantly increase. Spas started and will continue to evolve as a community that involves activities from enhancing social

connections to nurturing the mind, body, and spirit through social wellness events.

According to data from Mindbody, more than a third of consumers prefer to choose wellness businesses known for their social events, with more than 60 percent having attended or would like to attend a community-building event hosted at a salon, spa, medical spa, or wellness center. In today's dynamic wellness landscape, spa-goers are seeking more than just traditional treatments; they're looking for immersive experiences that foster a sense of belonging and connection. In

2023, what used to be a solitary wellness routine, such as indulging in "me time" with a face mask at home, has transformed into communal experiences like group cold plunges with friends, yoga retreats, Pilates, or postnatal care groups. Implementing social wellness events into your spa facility allows guests to stay up to date with all social activities, and invites them to become a part of the community that enjoys fitness and wellness.

The benefits of social wellness events, such as yoga, Pilates, and cold plunges with friends, not only nurture the mind, body, and spirit, but also encourage communication, boost self-esteem, and play a critical role in building emotional strength and healthy relationships, as well as fostering assertive skills. Additionally, through the development of social wellness events, there has been a link to a reduction in the risk of stroke and cardiovascular diseases, as well as a positive impact on memory when you can create deeper bonds and relationships with others.

As a skincare professional, I believe that prioritizing your health and wellness is a timeless pursuit. Connecting with other people is considered a fundamental human need that is essential for wellbeing. ●



**BIO:** Cheyenne Bowers is the spa director at The Spa at The Resort at Pelican Hill (Newport Beach, CA), where she leads the spa, salon, and wellness teams. She strives to tailor wellness experiences for guests that cater to their concerns, needs, and wellbeing.



PHOTOGRAPHY: LGGETTY IMAGES

## MEN ARE EMBRACING AND PRIORITIZING THEIR HEALTH AND WELLNESS

The spa and wellness industry has experienced an increasing number of men seeking relaxation, self-care, and overall wellbeing.

By Sal Capizzi, Director of Marketing, Book4Time



In recent years, the spa and wellness industry has experienced a significant shift in its demographic landscape, with an increasing number of men seeking relaxation, self-care, and overall wellbeing. Historically perceived as a predominantly female-oriented sector, the spa and wellness industry is witnessing a remarkable transformation as male consumers embrace and prioritize their health and wellness.

### Shifting Perceptions

The spa and wellness industry has traditionally been associated with femininity and indulgence. However, perceptions are rapidly evolving, and societal norms are changing. Men are now more open to embracing self-care practices without fear of judgment. This cultural shift is influenced by increased awareness of the importance of mental and physical wellbeing, driving men to explore new avenues for relaxation and stress relief.

### Customized Experiences

Personalization has become a cornerstone of the spa and wellness industry. Men are no longer satisfied with one-size-fits-all treatments; they are seeking tailored experiences that cater to their specific needs and preferences. From personalized massage therapies to skincare regimens designed for individual skin types, customization enhances the overall spa experience and fosters customer loyalty.

### Wellness Tourism

Wellness tourism is on the rise, and male travelers are an integral part of this trend. Men are increasingly choosing destinations that offer a variety of wellness activities, including spa treatments, fitness retreats, and outdoor adventures. As a result, spa and wellness establishments are partnering with hotels and resorts to offer integrated wellness packages that appeal to both male and female guests.

### Tech-Enhanced Experiences

Technology is infiltrating every aspect of our lives, and the spa and wellness industry is no exception. Male consumers are drawn to tech-enhanced experiences that offer convenience and engagement. This includes online booking platforms, virtual consultations, and wearable

devices that track health metrics. Integrating technology into spa offerings can attract tech-savvy male clientele.

### Social Media Influence

Social media plays a pivotal role in shaping consumer preferences. Men are increasingly exposed to wellness trends, influencers, and product recommendations on platforms like Instagram and YouTube. As a result, they are becoming more informed and curious about wellness practices, which has a direct impact on their choices when selecting spa services and products.

### Wellness at the Workplace

Employers are recognizing the importance of employee wellbeing, and this has translated into a demand for workplace wellness programs. Men are actively participating in these initiatives, leading to a surge in demand for corporate spa services. Chair massages, mindfulness sessions, and yoga classes are being offered on-site, contributing to reduced stress and increased productivity.

The spa and wellness industry is witnessing a seismic shift in male consumer trends and preferences. Men are embracing self-care and holistic wellbeing, seeking tailored experiences that address their unique needs. Businesses that adapt to these evolving preferences and offer innovative, inclusive services stand to gain a competitive advantage in this rapidly growing market. By understanding the driving factors behind these trends and strategically responding to them, spa and wellness establishments can foster lasting relationships with male guests and contribute to their overall health and happiness.



**BIO:** Sal Capizzi is a marketing professional with a background in spa and wellness operations and more than 10 years of experience in the industry. With a dynamic blend of operations expertise and a keen understanding of technology, Capizzi spearheads innovative marketing strategies as the director of marketing at Book4Time. His leadership and cross-disciplinary proficiency have fueled his success in the industry.



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# A Growing Request for Lip Fillers

The lip filler trend is here to stay, but it's evolving toward a more subtle enhancement that enriches the lips without going to extremes.

**By Liana Sahakyan, RN, MSN,  
Co-Founder of Lauréate Aesthetics  
(Sherman Oaks, CA)**

One of the most sought-after treatments is lip fillers. Back in 2015, when the trend initially gained momentum, there was a rush to medical spas to achieve the fullest, juiciest lips possible. However, today, we observe a shift toward a more naturally enhanced look. It's crucial to exercise caution with lip fillers, as it's easy to overdo it, resulting in an unnatural appearance. The lip filler trend is here to stay, but it's evolving toward a more subtle enhancement that enriches the lips without going to extremes.

The lip filler procedure is relatively straightforward and involves injecting hyaluronic acid into the lips. What sets this procedure apart is that hyaluronic acid is a substance naturally produced by our bodies, making it a favored choice among many individuals. Restylane, for example, is not only ideal for lip fillers but also for enhancing other areas like under the eyes, jawline, chin, and cheeks. It helps to achieve stunning results while preserving the natural beauty, leaving lips plump and well-hydrated.

Lip injections offer numerous advantages, including a boost in confidence,

safety with the option of reversibility, the ability to add more gradually, minimal invasiveness, and stunning results. However, it's worth noting that some patients may experience temporary side effects, such as bruising, tenderness, and bleeding, which typically subside within a few days. Additionally, a few patients may notice slight lumps in the lips, which tend to dissipate over time, resulting in a more natural appearance. Lip injections also have the advantage of gradually fading, making them suitable for those seeking a temporary enhancement for special occasions. Conversely, some individuals might find the need for periodic appointments and maintenance less appealing.

Looking ahead to 2024, while lip injections are not a new trend, I believe they will become even more popular, thanks to the expertise of professionals in achieving nat-

ural yet plump lips. I anticipate a departure from the exaggerated lip injections seen in the past, with a shift toward a more organic look and feel. Given that this procedure is minimally invasive and relatively affordable compared to other options, many are drawn to it as a simple and effective way to boost their confidence and self-esteem. The fear of overly dramatic results often seen on social media has waned, with more people gravitating toward the idea of enhancing their natural beauty. ●



**BIO:** Liana Sahakyan, RN, MSN, is the co-founder of Lauréate Aesthetics, a luxury beauty and wellness medical spa in Sherman Oaks, CA, with more than seven years of experience as a certified injector.



PHOTOGRAPHY: LGETTY IMAGES

# Wellness in the Luxury Real Estate Industry

The way that wellness is integrated into the home is set to change the future of how people live.

By Chad Magleby, President and CEO of Magleby Construction (Lindon, UT)

A recent study cited wellbeing, not money, as the new leading measure of wealth for Americans, as our perspective around what it takes to be wealthy was significantly altered by the COVID-19 pandemic. From enhanced air purification and circadian lighting solutions to cryotherapy, the way that wellness is integrated into the home is set to change the future of how we live, especially in the luxury real estate industry. At the forefront of this emerging trend, Magleby Development recently introduced the development of Velvaere, a new state-of-the-art wellness community in Park City, UT. As a community uniquely focused on the health of the whole human, inside and out, Velvaere will be among the first communities built around the principle of holistic wellbeing. The development of Velvaere isn't just about wellness, it's about longevity, inspiring wellness-oriented communities worldwide.

**Health as Wealth:** More than ever, there's an increased emphasis on wellness and a consumer's growing desire for health, personal growth, and happiness. To meet these growing demands, residential communities are catering to this new emphasis. Velvaere for example, has partnered with the International WELL Building Institute and Delos to create scientifically backed spaces that boast advanced air purification, water filtration, circadian lighting solutions, and enhanced sleep systems to improve nutrition, fitness, mood, sleep patterns, and performance of its occupants. Residents will have access to a state-of-the-art wellness center featuring the latest in wellness innovation, such as cryotherapy, a hyperbaric chamber, LightStim LED, a floatation pool, nutrition programs for microbiome and biohacking, lymphatic drainage, IV therapy, thermal and contrast bathing, fitness training, yoga, meditation, sound baths, integrative medicine, cognitive health, and so much more.

**Mindfulness in the Home:** Homebuyers are looking to achieve mental wellbeing at home and creating sanctuary-inspired, sensory spaces to fill that need. Featuring environmentally forward design and amenities, each residence at Velvaere will include a synergetic sanctuary space that includes a treatment room, a steam shower, a cold or hot plunge, and a HaloIR Sauna to transform the entire experience of a healthier home. Residents will have the option to elevate and further customize their sanctuary spaces with sensory upgrades that encompass touch, sound, sight, smell, and taste, such as a reflexology path, water features, halotherapy, Ketra lighting, industry-leading technology and equipment, and more.

By bringing in leading wellness and technology experts, wellness communities can create a place dedicated to health and sustainability aimed at providing residents and members proven health benefits, peak personal performance, and authentically balanced lives. Velvaere also recently announced a partnership with Fountain Life, the preventative health and longevity company, to give buyers access to healthcare AI integrated into each of the 115 residences, along with early health screenings and precision diagnostics in their home. ●



**BIO:** Chad Magleby is the president and CEO of Magleby Construction, developers of Velvaere, a thoughtfully envisioned wellness community adjacent to Deer Valley Resort (Park City, UT).



## HYPERPIGMENTATION IS A COMMON SKIN CONCERN

**Hyperpigmentation affects individuals of all skin types and tones and can vary in size and intensity.**

By Marie Roussel, Training Manager in the Cosmetics Industry



**H**yperpigmentation is a skin concern that affects individuals of all skin types and tones. Biologically, it is characterized by the overproduction of melanin, the pigment responsible for skin color. This overproduction is localized in specific areas, creating a cluster of melanocytes commonly referred to as dark spots. They can vary in size and intensity.

### Understanding Hyperpigmentation

Melanogenesis, or melanin production, is a complex process that can be disrupted under the influence of many different factors, like exposure to UV rays, hormonal imbalances, or skin aging. Melanocytes are specialized cells that produce melanin, which is a group of pigments present in the hair, eyes, and skin. On the skin, when these cells become overactive or damaged, they produce excess melanin, leading to dark spots.

#### Hyperpigmentation can manifest in various types, including:

**Sunspots:** Result from prolonged sun exposure and are often found on areas like the face, hands, and neckline.

**Age spots:** Skin aging leads to pigmentation marks on the skin's surface, a consequence of a gradual decrease in melanocytes with age, which induces a larger size of the remaining melanocytes.

**Hormonal changes:** Hormonal imbalances associated with pregnancy, menopause, or certain medications can cause pigmentation marks. "Pregnancy mask" or chloasma or melasma frequently affects women, often after pregnancy.

**Post-inflammatory hyperpigmentation (PIH):** Occurs after skin inflammation or injury, leaving behind dark marks or scars.

**Freckles:** The primary causes are due to genetics and sun exposure.

We can regulate the production of melanin at different levels. Genetically, by inhibiting the genes responsible for the formation of the pigment; via the cells by blocking the transportation of the pigments; and physically, by increasing the desquamation and using sun protection.

### Skincare Strategies to Address Hyperpigmentation

While the complete elimination of dark spots may be challenging, there are effective skincare strategies that can significantly reduce its appear-

ance and prevent further pigmentation. It is important to select skincare with adapted active ingredients, including:

**Vitamin C:** Vitamin C is a potent antioxidant that helps protect the skin from UV damage. It also has been shown to interfere with melanin production, reducing the appearance of dark spots.

**Citric Acid:** Citric acid is a naturally occurring alpha hydroxy acid (AHA) that acts as a gentle exfoliant, promoting the shedding of dead skin cells. This helps to fade dark spots and improve overall skintone.

**White Nettle:** White nettle helps inhibit the expression of the genes involved in the melanogenesis process, promoting radiance in the complexion. It contains compounds with anti-inflammatory properties that reduce redness and inflammation associated with PIH.

### Combining Ingredients for Best Results

Consistency and a great combination of adapted ingredients within a well-rounded skincare routine are often beneficial to address hyperpigmentation.

1. **Gentle Cleanser:** Avoid harsh or abrasive cleansers that can exacerbate skin irritation and worsen hyperpigmentation.
2. **Serum:** Consider using serums specifically formulated to target hyperpigmentation daily or as a cure.
3. **Moisturizer:** Opt for a moisturizer with white nettle extract to soothe the skin and prevent the apparition of dark spots.
4. **Sunscreen:** Finish your routine with a broad-spectrum sunscreen to prevent further hyperpigmentation caused by UV exposure.
5. To complement the home routine, illuminating facials with a professional supplemented by laser therapy, chemical peels, or dermabrasion procedures can yield exceptional results.

Hyperpigmentation can be effectively managed and its appearance reduced with the right skincare strategies.



**BIO:** Marie Roussel is a dedicated training manager with a rich 15-year history in the cosmetics industry. Hailing from France, she has had the privilege of bringing her expertise to Sothys USA over the past four years. Throughout Roussel's career, her true passion has been to share her knowledge with beauty professionals and nurture the talent of therapists.

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# An Increase in Cultural Spa Rituals

This trend taps into the desire for authentic connections and the appreciation of diverse cultures.

By Guy Nadler, Spa Director at The Spa at the InterContinental David Tel Aviv

In the ever-evolving spa and wellness industry, 2024 brings forth a captivating trend known as cultural spa rituals. This emerging concept places a profound emphasis on the utilization of local cultural products and practices to offer a genuinely immersive and authentic wellness experience.

Cultural spa rituals are a transformative approach to wellness that transcends traditional spa treatments. In an era where people seek more meaningful and holistic experiences, this trend taps into the desire for authentic connections and the appreciation of diverse cultures. These rituals are designed not only to rejuvenate the body, but also to nourish the mind and soul by incorporating elements deeply rooted in the local heritage.

One prime example of this trend found

at properties including the The Spa at the Intercontinental David Tel Aviv, is where the healing properties of Dead Sea minerals take center stage to provide guests with an unparalleled culturally enriching spa experience. The Dead Sea, renowned for its mineral-rich waters and therapeutic mud, has been a source of healing and rejuvenation for thousands of years. By incorporating these natural wonders into their spa offerings, guests are treated to an authentic Israeli experience that dates back to biblical times. These minerals are known for their ability to soothe skin conditions, relieve muscle aches, and promote overall wellbeing.

Another culturally immersive experience linked to Israel is the olive oil massage.

Olive trees have deep roots in Israel's history and culture, and their oil is celebrated for its nourishing and healing properties. During this treatment, therapists use locally sourced, high-quality olive oil for massage treatments that not only relax the body, but also invoke a sense of connection to the land and its traditions. In addition to these location-specific treatments, cultural spa rituals often incorporate elements like aromatic herbs, local music, and traditional relaxation techniques, creating an atmosphere that transports guests to the heart of the culture.

What sets cultural spa rituals apart from conventional spa experiences is their ability to provide a sense of place and time. In a world where globalization can sometimes lead to a loss of cultural identity, these rituals offer a refreshing and meaningful way to reconnect with the local heritage.

The spa and wellness industry in 2024 is witnessing a profound transformation with the emergence of cultural spa rituals. By prioritizing the use of local cultural products and practices, these rituals not only enhance physical wellbeing, but also foster a deeper appreciation for the richness of diverse cultures. As travelers seek more authentic and immersive experiences, cultural spa rituals are poised to become an integral part of the future of wellness tourism. ●



**BIO:** Guy Nadler is the spa director at The Spa at the InterContinental David Tel Aviv. He is a founding partner of Argaman Spa with more than 25 years of experience

in management roles at top companies in the tourism industry.



PHOTOGRAPHY: GETTY IMAGES

# Improvements in Anti-Aging Technology

There are several new non-invasive and minimally invasive modalities that are used to achieve lasting results when it comes to a more youthful outcome.

By Jeanine Thomas, DO, MSHS, Owner of Devine Aesthetic Solutions (Arlington, TX)

Improving your quality of life by instituting anti-aging technology has been trending for many years. There have been several new non-invasive and minimally invasive modalities that have been utilized to achieve lasting results when it comes to a more youthful outcome. The medical spa world has experienced a paradigm shift in the way both men and women have approached their ability to become ageless, in a time of stress, obesity, and toxic living. The medical spa industry is trending toward offering guests the opportunity to become involved in their own anti-aging process.

There are opportunities to assist guests in such things as bioidentical hormone replacement therapies; customized, science-based, individualized weight loss therapies; virtually painless customized laser facial resurfacing; and in-office laser technology to remove fat volume to restore volume in areas where volume has been lost. The idea that plant-based, bioidentical hormone replacement therapy has existed for about 80 years, and that the concept has recently presented itself as a new trend, in this country is astounding. The ability to treat both men and women with a safe, effective, and customized type

of plant-based, natural therapy, has revolutionized the hormone replacement therapy industry. The results give the guest an opportunity to improve their quality of life; increase sex drive; increase energy, decrease body fat, increase stamina, improve sleep and mood; reduce the risk of Alzheimer's disease, heart disease, diabetes, and osteoporosis; and improve mental clarity. By offering the guest bioidentical hormones that have the same chemical structure as the hormones the body makes, the body sees it as friendly; thus, offering a natural way of providing symptom relief, protective benefits, which were originally provided by naturally occurring hormones, and to re-establish hormone balance.

The newest trends in laser technology involve lasers that create youthfulness by clearing away aging skin for a more youthful appearance; are virtually pain-free without downtime and with short treatment times; and are safe for all skin colors. Procedures, like face and neck lifts, can now be done by in-office laser technology to lift the skin, smooth fine lines and wrinkles, and resurface and tighten the skin in a matter of minutes in short increments over a few months.

These virtually painless procedures yield superior long-lasting anti-aging effects. These treatments can be done during the guest's lunch hour. Other laser technologies include in-office laser assisted liposuction to remove volume while being awake, and then utilizing that same fat to replace volume in areas that have lost volume with minimal downtime and fast recovery. This type of technology is fast, effective, and long-lasting.

The new trends in transformative individualized weight loss therapy are also available and are scientifically based, in conjunction with compounding pharmacies. All of these therapies are available in-office, affordable, safe, and effective in assisting in longevity, anti-aging, and recapturing the youthfulness that the guest desires. ●



**BIO:** Jeanine Thomas, DO, MSHS, is the owner of Devine Aesthetic Solutions in Arlington, TX. She is an internal medicine physician with a specialty in anti-aging from the inside out.

## A SIMPLE AND EFFECTIVE CLEANING AND DISINFECTING ROUTINE

**New disinfectant wipes have stepped up to the challenge, offering speed, convenience, safety, eco-friendliness, and cost savings.**

By Milica Petkovic, Director at Virox Technologies,  
Makers of Prevention Disinfectant Wipes



**I**n the ever-changing world of beauty and wellness, staying up-to-date with the latest products is crucial for an exceptional client experience. One trend that remains constant is the adoption of advanced infection control practices to ensure your spa remains a safe and healthy space. New disinfectant wipes have stepped up to the challenge, offering speed, convenience, safety, eco-friendliness, and cost savings, making them the ideal choice for spa professionals.

### **Speed and Convenience: A Winning Combination**

Your spa's fast-paced environment demands solutions that uphold hygiene standards while optimizing time management. Disinfectant wipes have become the preferred method for maintaining cleanliness, as they can be conveniently placed at workstations and treatment areas for quick and easy access. Some disinfectants require long contact times to kill germs, making them an impractical choice for busy spas. Look for wipes that kill viruses, bacteria, and fungi in just one minute to deliver faster client turn-over and for confidence that you are getting the job done.

### **Prioritizing Health and Wellness: A Safer Way**

While speed is essential, it should not come at the expense of your health and wellness. Traditional disinfectants often contain harsh chemicals with potential side effects. Newer disinfectants, formulated with Accelerated Hydrogen Peroxide®, provide powerful disinfection without compromising safety. They are gentle on the eyes and skin, with no health hazards or harsh chemical odors, creating a more pleasant and safe spa environment for both you and your clients.

### **Eco-Friendliness- A Sustainable Approach**

With growing environmental concerns, consumers are searching for environmentally preferable options. This includes looking for

opportunities to use less plastic wherever possible, including products used for cleaning and disinfection. Fortunately, some disinfectants are now available in refill pouch formats, allowing you to significantly reduce plastic waste. Embracing eco-conscious values and minimizing your spa's ecological footprint is a simple step that makes an impactful difference.

### **Wipe Away Unnecessary Costs**

Disinfectants function as a safeguard for your spa, offering protection to you, your clients, and your business against the potential consequences of an outbreak. The financial implications of missed work due to illness, fines from health inspections, and harm to your reputation can be quite severe. Investing in modern-day disinfection solutions is not only cost-effective but also offers both speed and safety, serving as a proactive measure to shield your business from avoidable expenses.

### **The Right Choice Is the Right Wipe**

When selecting a disinfecting wipe for your spa, consider speed, convenience, safety, eco-friendliness, and cost savings. Ask yourself, "Which wipe allows me to return to client appointments quickly with confidence that the treatment area was effectively disinfected?" As a spa professional, choose a disinfecting wipe that makes infection control an enduring commitment, ensuring a clean and safe spa environment.



**BIO:** Milica Petkovic is a director at Virox Technologies Inc., the makers of Prevention™ Disinfectant Wipes for Spas and Salons.

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# The Role of Exosomes in Aesthetics

Exosomes have the potential to change the approach to aesthetic treatments and skincare and redefine aesthetic medicine. **By Jacob D. Steiger, M.D., double board-certified facial plastic surgeon and owner of Steiger Facial Plastic Surgery (Boca Raton, FL)**

In recent years, aesthetic medicine has shifted toward natural and regenerative methods to enhance beauty and address aging. A significant advancement is the use of exosomes, vesicles produced by cells essential for cell-to-cell communication. These packets have the potential to change the approach to aesthetic treatments and skincare. As we look to the future, exosomes seem set to redefine aesthetic medicine.

Exosomes are extracellular vesicles engaged in intercellular communication. They contain bioactive molecules, such as growth factors, cytokines, and nucleic acids, positioning them as key agents in tissue repair and rejuvenation. In aesthetic medicine, exosomes help stimulate collagen production, enhance skin texture, and address aging signs without invasive procedures.

A primary application of exosomes in this field is skin rejuvenation. As aging progresses, collagen and elastin production decreases, causing wrinkles and sagging skin. Exosomes can prompt fibroblasts to produce collagen and elastin, countering these aging effects. Unlike traditional dermal fillers, exosome treatments offer a

natural solution by tapping into the body's repair mechanisms. Exosomes also tackle hyperpigmentation and uneven skintone. Overproduction of melanin can lead to sunspots and age spots. Exosomes help regulate melanin, resulting in balanced skin. This method is more effective than temporary topical treatments. Exosomes can amplify the results of other aesthetic treatments. When combined with micro-needling, laser therapy, or platelet-rich plasma (PRP) therapy, they speed up healing and enhance results, showcasing their adaptability in aesthetic care.

Safety is of utmost importance in aesthetic medicine, and exosomes excel in ensuring this. Different from traditional dermal fillers or Botox injections, exosomes originate from either the patient's own cells or ethically sourced donors, minimizing the risk of allergic responses or unintended side effects. Their non-surgical approach leads to faster recovery and limited complications, positioning them as a suitable choice for many patients.

Looking ahead, exosomes appear poised to take a central position in aesthetic medicine. It's important to recognize that, despite the potential of exosome-

centric treatments, comprehensive research and clinical evaluations are crucial to decipher their full range of effects and mechanisms. Regulatory authorities also need to put forth precise guidelines for their application, ensuring both safety and effectiveness in treatments.

The trajectory of aesthetic medicine with exosomes seems promising and transformative. These small vesicles carry the capacity to change the industry, presenting safe, organic solutions for skin betterment and aesthetic improvement. As advancements continue, it's anticipated that treatments based on exosomes will become more prevalent. ●



**BIO:** Jacob D. Steiger, M.D. is an accomplished, double board-certified facial plastic surgeon at Steiger Facial Plastic Surgery (Boca Raton, FL),

whose background and credentials reflect his commitment to the highest standards of patient care, treatment innovation, and leadership within his specialty.



## TRENDS IN PRIVATE LABEL SKINCARE

**By aligning a brand with these emerging trends, spa professionals can create a skincare line that offers innovative solutions.** By Aleks Vranicic, Vice President of Sales and Technical Training at Vitelle Labs



**A**s a skincare professional with a vision to launch your own skincare brand, staying at the forefront of the ever-evolving beauty and skincare industry is essential. There are several exciting skincare trends that are poised to shape the landscape, providing valuable insights and opportunities for those looking to create their unique skincare lines.

- 1. Clean Beauty for a Conscious Brand:** The clean beauty movement is more than a trend; it's a lifestyle choice for many consumers. As you embark on your skincare brand journey, consider formulating products with clean, natural, and organic ingredients. Embrace transparency in ingredient sourcing and production processes, aligning your brand with conscious consumers seeking safe and ethical choices.
- 2. Customization Meets Expertise:** Leverage your expertise as a skincare professional by offering customized skincare solutions. Utilize technology, such as AI-driven skin analysis apps, to provide personalized product recommendations tailored to your clients' unique skin types and concerns. This trend not only enhances customer satisfaction but also showcases your commitment to individualized care.
- 3. Sustainable Packaging:** Sustainability is no longer a niche concern; it's a global imperative. To appeal to environmentally conscious consumers, incorporate eco-friendly packaging options into your brand. Think refillable containers, biodegradable materials, and minimal plastic usage. Your commitment to sustainability will resonate with your audience.
- 4. Tech-Enhanced Products for Professional Results:** Embrace technology to create innovative skincare products. Consider integrating high-tech devices, such as LED masks or advanced serums, into your line. These offerings can enhance your brand's credibility, demonstrating your commitment to cutting-edge skincare solutions.
- 5. Multi-Functional Skincare - Streamlined Beauty Routines:** Offer multi-functional skincare products that simplify routines while delivering exceptional results. Your understanding of skincare can help you formulate products that combine multiple steps into one, catering to busy clients who seek efficient yet effective solutions.

- 6. Vegan and Organic Skincare:** As a skincare professional, you appreciate the importance of ethical choices. Consider branding vegan and organic skincare products, free from animal-derived ingredients and synthetic chemicals. These offerings will align with your commitment to ethical beauty.
- 7. Professional Expertise in Every Product:** Infuse your brand with your professional knowledge and expertise. Provide educational resources, tutorials, and guides on how to use your products effectively. Position yourself as a trusted skincare authority within your brand.
- 8. Retinol Alternatives:** Recognizing the need for milder alternatives to retinol, you should consider formulations that offer similar benefits without the potential irritation. These alternatives can cater to individuals with sensitive skin while maintaining the efficacy your clients expect from your brand.
- 9. Vitamin C Serums:** Vitamin C serums remain a must-have for most skincare regimens. Carrying formulations with stable forms of vitamin C can offer clients an array of skin-perfecting benefits. Highlight the science behind your choices as they will instill trust in your brand.

As a skincare professional venturing into the world of skincare entrepreneurship, having your own exclusive brand presents a wealth of opportunities. By aligning your brand with these emerging trends, you can create a skincare line that resonates with conscious consumers, offers innovative solutions, and leverages your expertise in the field. Remember that authenticity, quality, and a commitment to your customers' needs will be the cornerstones of your success. Embrace some of these trends as a foundation for your skincare brand's journey in the dynamic world of beauty and skincare.



**BIO:** For more than 20 years, Aleks Vranicic has been working with Vitelle Labs. As Vice President of Sales and Technical Training, Vranicic trains skincare professionals and managers on trending business management topics.

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# A Greater Sense of Community

Spa-goers are seeking a connection to like-minded wellness seekers while visiting the spa. **By LeBrina Jackson, Owner of Escape Spa (Cypress, TX)**

**M**any people are talking about the Netflix series “Live to 100: Secrets of the Blue Zones” and what they got out of it. Many of the points made in the series aren’t surprising—the importance of eating fresh plant-forward food and including something as simple as walking into our daily routines—but what stands out is the power of community when it comes to spreading the word about wellness.

It’s important to acknowledge the joy of just being able to gather together again in community after the pandemic. The unbelievable popularity of concerts and sporting events are proof that people want to connect over shared interests. Albeit on a much smaller scale, similar connections are being made at day spas. While individual treatments are still popular, there’s been a growth in shared experiences. For example, the Green Room at Escape Spa is popular among guests. It is a wine bar specifically designed for guests to socialize while receiving group-friendly treatments. Guests love posting pictures with their friends in the Green Room wrapped up in cozy robes, relaxing with a cup of tea or a glass of wine, while experiencing the HaloIR sauna, IV vitamin therapy, using the Normatec compression boots, or utilizing the foot baths. All of these offerings provide guests with profound restorative healing results while they enjoy the time with friends and family.

Also, on the topic of community, it’s important for day spas to keep in mind the



distinct personality of their specific community when creating treatment experiences. For example, in Houston, guests range from busy professionals seeking stress relief to wellness enthusiasts aiming for holistic health, but most guests share a curiosity of proactive wellness. It’s important to feed that curiosity by encouraging guests to try something new when it comes to spa treatments and not stick to the tried-and-true services. When they get enthused about a newfound way to detox or reenergize, there’s a better chance that the guest will spread the word to others and maybe even bring a friend with them next time they visit the spa so they can experience the treatment together.

Luckily for guests who have challenged their wellness boundaries and found the sense of community they desire while at the spa, most spas offer membership programs so they can return to that feeling of connecting to a community of proactive wellness-seekers time and again. ●



**BIO:** LeBrina Jackson is the owner of Escape Spa (Cypress, TX), which is centered around recovery and wellness, incorporating mind, body, and spirit into every treatment.