

The Premier Spa Business Resource

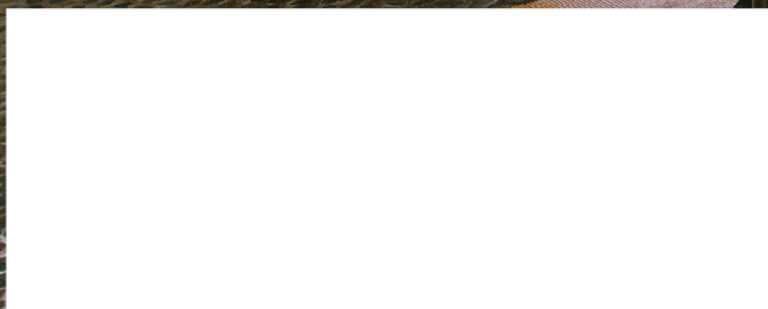
# DAYS SPA<sup>®</sup>

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50 and  
Counting:  
How to *Win Over* the  
Devoted Mature Client

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Cover Contest Winner!



# Cold-Weather Manis

Warm up clients—and your profit margins—with the latest tips and tools for winter-friendly manicures.

## **DAYSPA: How do you alter your manicure protocols once winter sets in?**

**Kristi Jolinda Marie, owner, Eden Day Spa, Collegetown, Pennsylvania:** We offer a Nail Recovery Manicure [45 min./\$26] in which we 'bake' our hydration products into clients' nail beds and cuticles using warm mitts. We also apply nail natural nail strengtheners and a growth formula. It's super popular during winter months, when nails are crying out for hydration. We also recommend our 'facial for the hands,' or Anti Aging Manicure [45 min./\$42]. It includes an application of glycolic acid to supply internal hydration, external exfoliation and lightening properties—it erases years! And during all winter nail services, we provide warmed herbal neck wraps along with herbal tea or apple cider!

**Julie Mahoney, president, Oasis Day Spa, South Weymouth, MA:** New England gets extremely dry and cold this time of year, so we do a lot more paraffin add-ons and antiaging protocols. We typically start by dissolving dry, cracked skin with Jan Marini's Bioglycolic Body Polish, and follow up with an application of warm paraffin fortified with vitamin E. Repêchage also has a wonderful Hydro-Moisture Masque that helps to restore chaffed hands.

**Adeline Sarino, National Nail Services Trainer, Red Door Spa:** Before any service, we examine nails and skin, ask what the guest's concerns are and suggest add-ons or other services based on their individual needs. During winter, we offer a seasonal Spiced Eden treatment [50 min./\$48] that includes a gentle sugar exfoliation with vitamin-rich grapeseed

## Handy Helpers



### **Jan Marini Bioglycolic Resurfacing Body Scrub**

Recommended for dry and environmentally damaged skin, this formula combines glycolic acid and polished granules for an aggressive yet safe solution to rough skin and calluses. **800.347.2223, janmarini.com**

### **Repêchage Hydro-Moisture Masque**

Natural seaweed and minerals fuel this deep-acting hydrator, and amino acid helps to reduce redness and irritation. **800.248.7546, repechage.com**

### **OPI Avoplex Cuticle Oil**

Vitamin E, avocado, sunflower, sesame and kukui nut oils combine forces to hydrate and replenish. **800.341.9999, opi.com**

### **CND Almond Milk Bath**

A blend of almonds, jojoba oil and vitamin E creates a nourishing, warm-oil soak, and results in silky hands. **877.CND.NAIL, cnd.com**

### **Launchpad from Dermelect**

This peptide-infused strengthener hydrates and fortifies soft, thin, weak and brittle nails. **888.MY.DERMELECT, dermelect.com**

### **Ultra Manicure Heater by Gena (American International Industries)**

Provide hot-ticket warm manis with help from this professional lotion-heating unit. Comes with three cups. **800.635.8966, aiibeauty.com**