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Valentine's Day is fast approaching, an occasion when many of your clients are determined to look exceptional for that special someone in their lives. Make sure you are prepared to help them achieve this goal by stocking your backbar and retail shelves with the best products available to get them ready for this enchantment-filled day of passion! ➔

a toast to love



1. RED REMOVAL

Shobha® Rosewater Calming Gel naturally soothes skin with a unique cooling effect and combats redness with its rosy superpowers. The formula of natural and organic ingredients benefits skin by protecting it after hair removal and reducing redness, perfect for fine tuning the face and bikini area.
www.myshobha.com

2. DRINK UP

Herbasway Spa and Beauty's Passion drink is a synergistic blend of cranberry, elderberry and Ural licorice. Passion is designed to support kidney energy, which is responsible for one's libido, sexual desire and performance, says the company. Polyphenols in the formula also promote the body's ability to produce the "feel good hormone" serotonin, making it a great beverage to sell and serve to your clients this Valentine's Day.
www.herbaswayspa.com

3. NATURE'S CANDY

Utilize the powerful benefits of fruit with the **15% Organic Passion Fruit Peptide Resurfacing Solution** from **Image Skincare**, which fulfills key components of beautifying skin for Valentine's Day. Fruit exfoliators of passion fruit, papaya, pineapple and pumpkin uncover a fresh complexion, and mango provides sweet aromatherapy. Other quality ingredients include polypeptides, organic Japanese green tea, hyaluronic acid and organic licorice.
www.image skincare.com

4. INTOXICATING INDULGENCE

Top off your signature Valentine's Day treatments with the **Chocolate Surprise** from **Skin Blends**. The romantic scent is also the perfect addition to your retail shelves in the days leading up to Valentine's Day.
www.skinblends.com



5. SOFT TO THE TOUCH

Appeal to your clients' craving for luxurious excess this Valentine's Day with the **Caviar Soaks** from **Spa Sister**. Packed with vitamin E, the soaks deeply moisturize the feet, leaving them touchably soft and ready to go bare.

www.bathaccessories.com

6. EYE ENHANCEMENT

The **Chiral Eye Crème** from **A Natural Difference** is made up of a formula containing 100 percent organic L-Phytoserols—crystals that “pump up” cells and strengthen and lock in chiral compounds, says the company. It quickly penetrates the delicate skin surrounding the eye, slowing down the aging process.

www.anaturaldifference.com

7. SEEING IS BELIEVING

The **Phyto Stem Cell + Gel Cream** from **G.M. Collin's** new anti-aging line promotes the cellular vitality of the skin and improves the appearance of fine lines and wrinkles, says the company. The skin's elasticity is visibly enhanced and rejuvenated. The cream is specially designed for normal to oily skin types.

www.gmcollin.com

8. FRUITY REFRESHMENT

The foaming **Strawberry Cleanser** from **SAIAN** has a smooth, light and silky consistency. It removes surface impurities and all traces of makeup as it naturally moisturizes skin, says the company. It contains the easily absorbed, antioxidant packed lycopene, as well as strawberry oil, which protects and nourishes the skin.

www.saian.net

9. SCENT OF FLAIR

Aromatic candles are the perfect enhancement to any Valentine's Day. **Bluewick Scents** delivers this luxury in an eco-friendly package with the new **Tarro Candle Collection**, available in 12 exotic scents inspired by the beautiful rainforests around the world. The bright 16 ounce soy wax jar candles deliver an amazing 90 hour burn time and double wick. Tarro is poured into an EcoJar cylinder that uses completely recycled components, and the vegetable wax and labels are made with 100 percent wind energy and soy based inks. www.bluewick.com

11. HAVE A TOAST!

Get your clients' complexions radiant for a day of love with the **Mimosa Champagne Sugar Scrub** from **Éminence Organics**. The calming and hydrating skin polisher delivers a plethora of benefits to normal or dry skin. Active ingredients include exfoliating alpha hydroxy acid, antioxidant packed champagne grapes, inflammation reducing tokay grapes, collagen forming and detoxifying orange essential oils and soothing green tea. www.eminenceorganics.com

13. RUB IT ON THICK

The **Love Balm** from **Jurlique** is a perfect retail item to keep on display in the days leading up to Valentine's Day. It is a natural skin-loving salve made with vitamin E, olive, soybean and safflower oil used to moisturize, soften and protect dry or chapped skin. Naturally scented with tangerine oil, it can be applied to lips, elbows, hands or any area that needs some loving care. www.jurlique.com



10. KEEP IT CLEAN

Your clients will need something to keep their hair out of their faces this Valentine's Day as they do their skin care and makeup routines. Stock your shelves with **Mimi a la Mode's pink headband**, the perfect accessory to keep the face free and clear in a color that matches the theme of the holiday. www.mimialamode.com

12. THE LOOK OF LOVE

Encourage your clients to perfect their pout with the **Organic Lip Love Lipstick** from **Afterglow Cosmetics** this Valentine's Day. The moisturizing formula of grape seed and pomegranate extracts, certified organic aloe, beeswax and apricot kernel provides nourishment and glides on smooth. It comes in 19 different shades and various textures, including shimmer, matte and sheer. www.afterglowcosmetics.com

14. COLOR ME BEAUTIFUL

Dress your clients' cheeks in fabulous color with something from **CARA Cosmetics'** extensive collection of **Large Unicolors**, superior blushers that come in matte and shimmer formulations that are hypoallergenic and non-comedogenic. They create silky texture with no creasing or caking. The large unicolors come in matte and shimmer formulas and can also be used as eye shadows. www.caracosmetics.com

15. SOOTHING SWEETNESS

The **Rose Pot de Crème** from **Sweet Beauty** is a rose and chocolate flavored hand and body cream that provides a delectable treat for the senses. The soothing properties of rose also promote relaxation, essential for an enjoyable Valentine's Day. www.sweetbeautyonline.com

18. GUILTY PLEASURE

The luxurious and intoxicating **Silk Chocolate Powder Masque** from **Lotus Moon** is a divine blend of cocoa powder, antioxidants, copper and a silk peptide powder of 18 amino acids that stimulates new cell synthesis and continuously renews the surface of the skin to make it soft, elastic and rosy. www.smbessentials.com

20. SOFT ALL OVER

Encourage your clients to get ready for a day of romance with the **Golden Caviar Precious Wellness Set** from **Biodroga**, a complete pampering program for body, spirit and soul. The 24-hour Care for Dry Skin diminishes fine lines and wrinkles and provides deep moisturizing with shea butter. The Luxurious Oil Bath safeguards skin against moisture loss and leaves the body feeling silky soft. Both products delight the senses with a gentle rose scent. www.biodrogausa.com



16. COME HITHER STARE

The sultry smokey eye can be easily created with **Classic Smokey Eye Colour Crayon** from **Mirabella Beauty**, which can be applied for either a subtle or dramatic effect. www.mirabellabeauty.com

17. ENCHANTED EYES

The perfect shade for a romantic night can be found with **Larénim's Crimson Tide™ Eye Colour**, a burgundy rose with a hint of luster. www.larenim.com

19. FLOWER POWER

Utilize the romantic scent of rose this Valentine's season with the **rose petal gel mask** from **ilike organics**. Perfect for dehydrated, pale, fatigued, sensitive, loose and mature skin, the beautifying mask hydrates, regenerates and improves the elasticity of tired skin. Red rose petals, rose oil and honey are some of the ingredients included in the sweet formula. www.szepelet.com



21. FRESH INDULGENCE

Combine the flavors of minty freshness and chocolate indulgence in your pedicures with the **Chocolate Mint Foot Massage Butter** from **Haken Professional Cosmetics**. The richly moisturizing massage butter contains shea butter and avocado oil, healing nutrients to repair feet that have been overexposed to the elements.
www.hakenu.com

22. TURN UP THE HEAT

The **Thermaj Self Heating Total Body Polish** by **Dermelect**® is sure to be snapped off spa retail displays by intrigued clients in the days leading up to Valentine's Day. An instant burst of heat delivered by zeolite technology wakes up tired skin. Pineapple and papaya enzymes exfoliate, and jojoba butter beads deliver nourishment. An aroma-therapeutic scent is released to liven the senses.
www.dermelect.com

23. DECADENT DESSERT

Feature an indulgent facial in the weeks leading up to Valentine's Day this year with the **Chocolate Power Skin Rescue Masque** from **Glymed Plus**. The masque revives skin with the polyphenol trio of cocoa, resveratrol and acai berry, delivering superior anti-aging and skin restorative benefits, induces collagen production and improves skin tone and elasticity.
www.glymedplus.com

24. MAGICAL TOUCH

Get your massage clients in the Valentine's Day spirit with the **Rose Oil** from **Sweet Beauty**, a body oil made from chocolate and roses. The flavors of the holiday are sure to delight both the skin and senses. The Rose Oil is especially good for dry, sensitive or aging skin.
www.sweetbeautyonline.com



25. FINE WINE

Treat your clients to some fine wine in your Valentine's Day treatments this year with **Bath Nation's Red Wine & Silk Skin Conditioner**. Easily absorbed, light and nourishing, the unique lotion is infused with silk proteins and extracts of grape. It restores a healthy, supple texture to the skin and leaves behind a divine scent of Cabernet with hints of black currant and fresh grapes. www.bathnation.com

26. SENSUAL SPRITZ

Top off your Valentine's Day treatments with **Académie Scientifique's Moisturizing Body Mist**, an emollient milky mist that maintains the skin's water balance, leaving skin on the body toned, supple and radiant. www.academiebeaute.com

27. RELAXING RELEASE

The **Pure Lavender Foam Bath and Shower Gel** by **Fleurs de France** is the perfect formula to help your clients unwind this Valentine's Day. Known for its calming and uplifting properties, the pure lavender essential oil in the formula relieves jitters brought on by the anticipation of a big date or romantic evening ahead. www.fleurdefrance.com

28. LUSTY LINENS

Source Vital's exotic seduction aromatherapy is blended into a romantic linen mist for both professional and home use with the **Seduction Pillow Spray**. The light spray is a blend of precious jasmine sambac, sandalwood Mysore and vetiver to set a sensual mood. www.SourceVital.com