



“Aging skin and menopause go hand-in-hand for women ‘of a certain age.’”

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- Body lotions with AHAs to smooth rough skin
- Antioxidants, such as vitamins A, C, E, or others, to help fight free radical damage and encourage collagen production
- Products with calming ingredients to reduce inflammation and calm skin sensitivities

Beyond skincare concerns, the years women go through menopause are a transition (doting parent to empty nester, full-time employee to retiree). Health changes are occurring. They're taking care of aging parents. They require money to fund a

new lifestyle or pay for a child's college education. Grandparenting becomes a focus. No matter the situation, many are shifting from an "achievement" mindset to "quality of life" values and concerns.

Building a Community

Belonging to a definable group is important to these clients, because they're often losing an identity in other areas of their lives. They want a place where they can connect with others who share their values and beliefs. Spas and salons need to use words and concepts that create a sense of belonging. Consider adding a Spa VIP Membership, Preferred Shopper, or Passport Savings Club. The more you appeal to the idea of joining a group of people who share similar interests, the more these clients will take notice of what you have to offer.

This generation is one that's used to growing and learning. They were influenced by talk radio, Oprah, and self-development seminars. As such, they have a strong desire to change and not be stuck in a box or labeled too old to do something. An innovative spa owner will bring in speakers who

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Easing Transitions

Looking to offer products designed to treat menopausal skin? Check out the following options.

AMBÉ Private Client Formulations: These products correct the multiple factors that contribute to the appearance of aged skin, including wrinkles, fine lines, dullness, pore size, skintone, dehydration, uneven pigmentation, age spots, and rough texture. (949) 759-5539; www.ambe.net

Bioelements Advanced VitaMineral C Complex: With a double dose of natural and cosmeceutical vitamin C, as well as minerals that help ward off unwanted toxins that cause dullness and aging, this complex clarifies, brightens, and energizes and helps skin repair itself naturally. (800) 433-6650; www.bioelements.com

BION Research Bio-Essence Nighttime Calcium Complex: Enhanced with calcium, this product stimulates cell renewal and significantly hydrates skin to cause a flattening of lines and wrinkles. It is ideal for use after microdermabrasion, peels, and laser treatments. (402) 438-5929; www.bionresearch.com

Control Corrective Retinol-C Serum: Distributed by Universal Companies, this potent resurfacing and antioxidant serum reduces fine lines, lightens pigmentation, improves skin elasticity, and aids in the reduction of breakouts. (800) 558-5571; www.universalcompanies.com

Cuccio Naturalé Deep Dermal Transforming Wrap: This hydrating wrap is infused with a cocktail of antioxidants that nourish dry skin, including comfrey root, grapeseed extract, green and white tea, and pomegranate extracts. (800) 762-6245; www.cuccio.com

Christina Wish Radiance Enhancing Cream: This active alpha-hydroxy cream with 10 percent glycolic acid contains retinol for enhanced glycolic activity. It promotes natural skin rejuvenation, smoothes skin, lightens hyperpigmentation, creates a radiant appearance, and boosts moisture. (800) 604-6268; www.christina-cosmeceuticals.com

Dermagenics Collagen Recovery Cream: This cream reduces dryness, redness, and irritation. It also reduces fine lines and wrinkles by plumping and firming the skin. (888) 988-DERM; www.dermagenics.com

Éminence Organic Skin Care Eight Greens Youth Serum: This lifting and regulating serum for breakouts and hormonally imbalanced skin contains organic phyto-estrogens that lift facial contours and treat the signs of aging. (888) 747-6342; www.eminenceorganics.com

Envy Medical Lumixyl Topical Brightening System: The four products in this system work *continued on page 46*

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address issues this target market is interested in, offer complimentary samples and add-ons to loyal clients, and give something extra to ensure loyalty.

Getting Creative

These clients grew up with the '60s mentality of "Don't tell me what to do; let me choose." They respond well to choices, menus, options, samples, and more. They want to create their own packages to meet their needs.

In addition, be ready for smarter clients. Be aware of how your website looks and how you communicate on your Facebook page. Do not assume only young people are looking at your messages. Recognize that your 40-plus spa-savvy clients are educated and have many more tools and knowledge with the internet. In fact, they often have the time

to look at your competitors and will be looking for descriptives that speak to their needs.

Menopause is a stage of life that can be a small blip on the radar for some women and very difficult for others. Regardless of the degree of hot flashes or sleepless nights, the skin keeps aging. While we cannot stop the intrinsic signs of aging, your spa can help minimize the many extrinsic signs with today's advances in cosmeceutical skincare formulations and treatments. As you help educate, pamper, and improve your clients' skin, you should know that your support does make a difference to this ever-growing market.—Ellen Clark

Ellen Clark is the founder of Control Corrective Skincare systems. For more information, visit www.controlcorrective.com.

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synergistically to target hyperpigmentation and to prevent its recurrence. (888) 848-3633; www.envymedical.com

Frownies Eye Gels: These gel patches help increase circulation and fight free-radical damage by incorporating immunity-building properties that help protect the DNA and firm skin, reduce fine lines, and normalize skin coloration. (800) 648-6891; www.frownies.com

GlyMed Plus Cell Science Menopause Corrective Skin Serum: Ideal for perimenopausal and menopausal skin, this serum treats conditions including wrinkles, dryness, sagging, hyperpigmentation, and acne. (800) 676-9667; www.glymedplus.com

G.M. Collin H50 Therapy: This line fortifies fragile skin, reduces the appearance of fine lines and deep wrinkles, and visibly improves firmness and elasticity. (800) 341-1531; www.gmcollin.com

Guinot Paris Pleine Vie Youth Replenishing Skin Cream: This cream reduces the effects of premature aging by neutralizing the damage caused in mature skin and preserving skin through an anti-radical action. (800) 523-1030; www.guinotusa.com

Ilike Organic Skin Care Phytoestrogen Moisturizer: This moisturizer serves as a firming, lifting, revitalizing, and smoothing agent while balancing the skin. (888) 290-6238; www.szepolet.com

Intrafusions O2 Concentrate: This serum delivers a daily infusion of pure oxygen to the critical dermal layer of the skin. (888) 317-3788; www.intrafusions.com

LightStim Anti-Aging Light: This LED light therapy helps diminish fine lines and wrinkles while improving overall skin-tone by reducing inflammation and promoting increased collagen and circulation. (800) 298-4010; www.lightstim.com

Pevonia Botanica Lumafirm Repair Cream Lift & Glow: This cream works deeply and quickly, infusing the face, neck, and décolleté with anti-free-radical ingredients, repairing peptides, and lightening actives. (800) PEVONIA; www.pevonia.com

Phytomer Ogénage Excellence Radiance Replenishing Cream: This soothing cream for women 60 and older densifies the epidermis and improves its elasticity. (800) 227-8051; www.phytomerusa.com

Pino Anti-Aging Biocare Body Lotion: The ingredients in this all-natural lotion work together to reduce wrinkles, improve skin's elasticity, and leave the skin feeling moisturized. (310) 437-4480; www.pinospa.com

Sanitas Skincare Peptiderm Moisturizing Cream: This formula contains high concentrations of peptides, vitamins, and oxygenating

factors that help stimulate the production of skin-forming fibers, collagen, and elastin at the cellular level. (888) 855-8425; www.sanitas-skincare.com

Sesha Skin Therapy Advanced Phyto Lotion: Fatty acids, soybean extract, and wild yam work together to mimic the skin-firming hormones women lose with age. This light emulsion stimulates collagen production and DNA self-repair, improves elasticity, reduces wrinkles, and helps hydrate menopausal skin. (888) 977-3742; www.seshaskin.com

Sothys Paris Secrets de Sothys Global Cream: This anti-aging cream contains active ingredients that work to restructure the skin, reduce skin stress, and protect the skin's cells while actively working as an anti-wrinkle, firming, moisturizing, and anti-pollution formula. (305) 594-4222; www.sothys-usa.com—Julie Keller