

The Premier Spa Business Resource

DAYSPA®



June 2011
dayspamagazine.com \$5.00

Special 15th Anniversary Issue!

Who is the Client of the Future?



PLUS

**11 Profitable
Summertime Pedis**

Hollywood's A-List Treatments

**Turn Your Spa Into a
SOCIAL HOT SPOT!**

NEW DEALS & FRESH FACES

Seattle-based **Gene Juarez Salons & Spas** has partnered with **Sothys USA**. The well-known chain with nine locations in the Pacific Northwest has added two signature Sothys treatments to its service menu and will also retail products from the Secrets de Sothys

Collection ... As part of its annual Green and Gorgeous eco-friendly campaign, beauty industry website **prettycity.com** and global recycler Intercon Solutions (interconsolutions.com) have joined forces this month to help spas and salons learn about the proper recycling of electronic waste such as obsolete computers, used bulbs, out-of-use spa equipment and the tons of packaging disposed every year. Visit prettycity.com/green for more info ... **Universal Companies** has hired Kara Mangiere to fill the newly created position of director of eCommerce marketing.



KARA MANGIERE



KATHY ANDERSON



SUZANNE DAWSON



JESSICA QUICK



ALICIA ALANIZ

In her new role, Mangiere, who has an MBA and 15 years of professional experience, will lead and facilitate the company's online merchandising and email marketing efforts. The company also recently promoted Kathy Andersen from director to vice president of human resources, and Amberly Kaylor from her former position as graphic designer to the role of art director for the company ... John Moroney has been tapped as vice president of education for the **Goldwell** and **KMS California** brands. Moroney has been in the professional industry for

25 years and has worked for other hair brands, such as **Sebastian** and **Wella** ... **Aveda Corp.** has appointed 10-year Aveda veteran Suzanne Dawson to the position of vice president of global innovation. Dawson will work with team members from numerous company departments to help the brand continue to evolve ... **CND** has brought on Jessica Quick to serve as marketing manager for the company's Spa and Scentsations categories ... Alicia Alaniz is the newly appointed master trainer at **Novalash**. Alaniz has 10 years of esthetics and cosmetics sales experience, which she will bring to bear in educating and preparing lash extension trainers across the country ... **Robanda** welcomes Jim Ward to the company's haircare division, ProRituals. Ward will serve as general manager and work closely with creative director Doug Marucci to develop the division's products and educational efforts.

Give Your Clients What Their Skin Needs

Vitamins



- 20% Vitamin C Super Serum reduces fine lines and dark circles
- 5% Vitamin C Milk Lotion boosts collagen production
- Vitamin K Milk Lotion fades spider vein discoloration
- Vitamin A Milk Lotion controls active acne



Hale Cosmeceuticals unique cold-water processing stabilizes the vitamin content in these high potency treatments. Firm clear skin is healthy skin. Healthier skin is younger looking skin...END RESULT!!!



For more information on these and other products and to place orders, call 800-951-7005 or visit www.halecosmeceuticals.com

Hale Cosmeceuticals, Inc.
YOUR SKIN HEALTH COMPANY

Matter of Privilege

Aveda has launched Pro Privilege, a new discount program for licensed cosmetologists, estheticians, massage therapists, nail technicians and makeup artists. Members of the program will receive a 25% discount on the purchase of Aveda retail products at any freestanding Aveda Experience Center retail store throughout the U.S., but not at Aveda salons.



Membership requires professional credentials, photo ID and a one-time fee of \$20. For more information, visit pureprivilege.com.

Industry Intel

To celebrate the newly formed professional skincare company **Christina-USA**, treatment innovator Christina Zehavi recently traveled from



CHRISTINA ZEHAVI

Israel to Sarasota, Florida, to provide a three-day, hands-on training of her seven-stage treatment protocol. Under the leadership of Joe Contorno, veteran cosmetics leader and president/CEO

of Christina-USA, the new company's mission is to align Zehavi's 28 years of esthetics expertise to the unique needs of the American spa professional and client.

DermaConcepts is toasting its recent recognition as a top performer in the distribution of **Environ Skin Care** products. The company received kudos at Environ's 20th Anniversary International Distributor Conference in South Africa, and was noted for its success in establishing national accounts in the U.S.

Pedicure spa manufacturer **European Touch** gave it up for BTB Sales and Marketing at an awards presentation at the Western Buying Conference in Las Vegas earlier this year. The NE/SE Representative Group was recognized for its outstanding performance in 2010, with a 25% improvement in sales over the previous year. European Touch brought the team on board in 2008. "Our frequent dialogue and joint marketing efforts have greatly assisted in our sales growth," notes vice president of sales Dawn Holz.

The Western Buying Conference has hosted professional beauty manufacturers and distributors since the mid-1980s.

illuminaré
Liquid Mineral Foundations

- Moisturizing
- Concealing
- Mattifying

Amazing Coverage in 3 silky smooth cream formulas - a single drop is all you need!

SPF 20 UVA/UVB
No minimum reorder required
Call for Free Sample and New Vendor Information

1-916-939-9888 1-800-476-0226 toll free
www.illuminarecosmetics.com

Incorporate
for as little
as **\$99**

Visit www.incorporate.com
or call 866-962-7058

THE
COMPANY
CORPORATION®

INCORPORATING WHAT'S RIGHT FOR YOU



DAYSPA

June 2011

Circulation: 29,357

IN THE NEWS

NEW DEALS & FRESH FACES

Industry Intel

To celebrate the newly formed professional skincare company **Christina-USA**, treatment innovator Christina Zehavi recently traveled from



CHRISTINA ZEHAVI

Israel to Sarasota, Florida, to provide a three-day, hands-on training of her seven-stage treatment protocol. Under the leadership of Joe Contorno, veteran cosmetics leader and president/CEO

of Christina-USA, the new company's mission is to align Zehavi's 28 years of esthetics expertise to the unique needs of the American spa professional and client.

CHRISTINA
It just works