



Luxe the

Part

Go above and beyond with your manicure and pedicure services by incorporating 2008's hottest trends. By Karie L. Frost

Beauty trends—they come and go. Yet, one constant for most beautyphiles outweighs any passing fad: beauty-obsessed women who have callus-ridden peds and rough-hewn hands cry out for some professional, foot-kneading, nail-shaping love—always.

Sure, you can expect her to simply place her exhausted bottom in your pedicure throne or at your manicure workstation. But it's more than a quick polish job and foot rub that will leave these ladies happy; what these beauty addicts are increasingly demanding is that extra oomph—that enhanced service or fashion-linked know-how that sets you apart from the down-and-dirty discount salons. In 2008, if you're not luxe-ing up your services and menu add-ons, you're missing out on top-shelf mani and pedi customers who desire the best from their techs. "Clients are genuinely interested in top-tier 'spa services' because they want techs to treat their minds and spirits as well as their bodies," says Jessica Vartoughian, founder of Sunset Boulevard-fixtured Jessica Nail Clinic, a virtual hot spot for such discerning ladies as Nancy Reagan, Jodi Foster and Demi Moore. Never has this spa link been clearer than today, when everyday women have easy access to insider beauty tips via blogs, YouTube and the Style Network—and therefore are more service- and product-savvy. We tapped the darlings of the nail world to divulge luxe details that top techs can use to sate their clients' need for escapism, sensualism and good old-fashioned hedonism.



## Luxe-ing Sharp

What products should you be adding to your salon this year? Here's a sampling of new and innovative formulas and implements that will have your salon luxe-ing the part.

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1 These **Manicure/Pedicure by OPI** additions make theme-ing your services a snap. Antioxidant-rich **Green Tea Soak** (shown) purifies, fortifies and repairs skin, while caffeine-dense **Cappuccino Mask** peeps up dry skin by increasing circulation.

2 Everything needed to create a signature service is included in **Cuccio Naturalé Soothing and Moisturizing Milk & Honey Scentual Spa Signature Service Enhancement Kit**. Included: Exfoliating Sea Salts, Deep Dermal Transforming Wrap, Manicure and Pedicure Fizz Balls (shown) and more.

3 Plump hands with three-step, collagen-infused **Jessica Rejuva Hand Spa**, which includes Enhance Collagen Exfoliator, Quench Revitalizing Marine Collagen Masque (shown) and Silk Marine Collagen Gel.

4 Feeling green? Formulated with biodegradable and vegan ingredients, **SpaRitual Open-Minded Organic Sugar Scrub** sloughs away the rough stuff while detoxifying and moisturizing.

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5 Enjoy an aromatic journey to the Big Island as you polish chapped feet with **Ola Hawaii Volcanic Foot Scrub**. Volcanic pumice and sea salt exfoliate rough skin; ginger, olena and wasabi increase circulation; and noni fruit extract acts as a natural antifungal and antibacterial agent.

6 Harnessing the antioxidant benefits of white tea, **China Glaze White Tea Extract Manicure Soak** promotes healthier nails and skin, while also brightening with licorice extract and conditioning with aloe.

7 Send your clients packing with **SPA Dionis Foot Butter**, an emollient-packed cream that contains beeswax, shea butter and jojoba oil to nourish and condition, leaving feet silky smooth.

8 Tending to tykes? Scoop up an ice-cream-themed service with **Me! Bath's** delectably fun **Gotta Have It Pomegranate Bath Ice Cream** fizz soak (shown) and **Gotta Have It Pomegranate Body Icing** shea butter cream.

9 Let the healing begin! Rich in exfoliating glycolic acid, **DDF Pedi-cream** helps improve cracked heels and calloused feet while invigorating skin with spearmint and menthol.

10 Ergonomically designed **Swedish Clover Comfort-Grip Foot File** by **Flowery Beauty** makes smoothing tough calluses less arduous for the tech. Two cushioned abrasives in 60- and 100-grit allow for smooth contouring, and the molded handle can be used to help stimulate circulation.

11 A perfect addition for natural-nail French manicures, **Color Club Milky White French Manicure Base Coat** brightens discolored nails as it smooths ridges and other imperfections.



## Customization Is Key

Bare-bones services work, but today's sharp beautyphile thirsts for more—and is willing to shell out the extra bucks for it. This is your chance to create customizable services that meet your clients' individual needs. "We all want to feel special—to stand apart," says top tech and China Glaze spokesperson Marsha Bialo. "When someone comes to me for a pedicure, she wants to feel that I created an exclusive service just for her—and I do."

To prime yourself for this personalization, get thee some add-ons! Elle, Jennifer Lopez's main nail gal, breaks it down: "Everything is a la carte now. Massage, scrub, cuticle exfoliation, UV topcoat that cures the nail so clients can walk right out the door with a dry, chip-free finish—all of these add-ons can customize your service."

Vartoughian, who offers such innovative add-ons as the Natural Nail Transplant whereby a tech repairs and reattaches a severed natural nail, explains, "The key to adding any new service, or selling anyone on an add-on, is delivering on 'the promise' of the service and making sure it meets the quality standards of your core business."

## Theme Supreme

Over the past 10 years, the themed manicure and pedicure has increased in popularity with discerning ladies—and in 2008, this trend continues to gain steam. "Themed manicures and pedicures are geared toward what your ailment is," summarizes Elle. "Chocolate pedicures wake up the skin; cucumber and aloe cool and soothe; glycolic and vitamin E soften calluses." But, to truly luxe-up your service, you must go above and beyond dressing it up with cool lingo and visual interest; clients know that throwing a few slices of lemons and oranges in a footbath does not make for a truly stellar service.

Bialo shares one of her popular services, which plays to today's style-conscious women on many levels. "I call

the service 'A Date with High Heels,'" she reveals. "It begins with a long soak in Epsom salt bubbles scented with ginger, melon, even tomato, and then I get to work with a file and buffer. For really roughed-up heels, I apply an exfoliating AHA peel." The end result is a relaxing experience for weary feet *plus* smooth, polished soles that are ready for more stiletto suffering!

## Stop the Clock

Let's not kid ourselves—the majority of women who seek a pro's touch for manicures and pedicures most likely apply the latest age-reversing products to their face. After all, these women are beauty mavens! So why is it that these same women often neglect to defy age on their hands on a daily basis?

They need your advice and skin-renewing treatments. But, if you're not offering one of 2008's biggest nail boons—antiaging services—start boning up on your age-defying know-how and stocking your salon with the products that promise to turn back the hands of time. "Nowadays, hands are the only true sign of a woman's age," divulges Vartoughian. To match the hands to the wrinkle-free face, she offers collagen hand treatments that work to plump up the skin, leaving hands with a renewed and revitalized appearance. Vartoughian adds that mature clients aren't the only ones seeking skin-plumping services; just as beauty-savvy youngsters dial up their doctors for Botox shots at the first signs of a brow furrow, they are also visiting Vartoughian on a regular basis to prevent their mitts from looking old before their time.

And let's not forget what goes into such specialized treatments. The addition of a relaxing paraffin dip (such as Spa Revolutions PerfectSense Paraffin and Antioxidant Infusion) with heated thermal mitts sweetens any deal—not only for the comforting qualities, but also for the therapeutic and conditioning benefits. And lotions ripe with antioxidants, alpha hydroxy and glycolic acids, or even brightening agents, do wonders for taking time off your clients' hands.

## Sweet Smell of Success

"When I dream up the packages and services I offer, I always start with the scents," says Bialo. What does her nose know? Scents help relax the mind as you shape your clients' nails, heightening the experience. "Since we lead such stressful and hectic lives, the only time most women have to decompress is the one hour they set aside for their nail treatments," says Vartoughian. "We offer eight aromatherapy soaks with accompanying lotions for the ultimate hand-and-arm massage." Her clients' favorite picks? Lemongrass to refresh the mind and body; Treasure, a fragrant rose that calms and soothes; and Paradise, a tropical escape from reality.

## Nimble Fingers

When Elle beautifies her celebrity clients' nails, she finds that they're all drawn to one detail: the massage. "Oh, yes! It's all about the massage," she laughs. But, she adds, "get your technique down pat; know the proper steps and follow-through; really aim toward getting that service right; and definitely don't skimp."

## Eco Flavor

The buzzword for 2008 is definitely "green." Though A-list tech Jenna Hipp works strictly with "three-free" products—meaning they contain no formaldehyde, toluene or dibutyl phthalate (DBP)—she laments that not enough techs have picked up on this trend—yet. More awareness is out there, but the cultural shift may take some time.

Vartoughian has already noticed the shift when speaking with her clients. "They're looking for more healthful products and, in response to their inquiries, we've reformulated our products to be paraben-free." And manufacturers have been picking up the green slack, reformulating their products—and sometimes even incorporating recycled materials into their packaging—to give consumers eco-conscious options in their beauty choices.

