



les nouvelles *esthétiques*

AMERICAN

EDITION

LNE—the magazine for skin care and spa professionals

July 2005

\$7.50



TOP SPA TEN QUICKIES

FACE IT. We live in a fast-food nation that demands fast service with simplicity. You've got something like three to five seconds to catch a person's interest and maybe 10 seconds to keep it. Once you've got them, you need to work it. If you have five to 10 minutes, a mini-service that has impact is your best-selling tool. Needless to say, what you promote in 10 seconds can make a huge difference for your spa. With your greeting and appearance aside, make the remaining seven seconds work for you as you read your spa guest's body language. Pitch a few mini-service ideas to see if he or she bites. Or during a treatment, use the mask-setting time for your pitch and delivery. Spa quickies can introduce product and cross-promote areas that are low in bookings or sales. The trick is knowing which mini-services are apropos and how to do them with haste without losing impact. Here are the top 10 quickies you should consider for your 10-second window. ➤

**MAKE
YOUR
EXTRA
MINUTES
COUNT**

by Ashlee Anderson



Offer a 10-minute lower leg and foot refresher. Use a cooling leg gel and reflexology points to relax tired and abused feet.

1. Self-tanner face application

Whether they're walk-ins or regular clients, this is a great way to deliver glowing, luminous skin. It also gives you the opportunity to introduce yourself and your full range of services. Beware, though, self-tanners have a tendency to build up or cake where skin is thickened or rough, leaving unsightly, dark orange spots.

For best results, apply self-tanning products to clean, exfoliated and moisturized skin. Once the moisturizer has absorbed into the skin, begin a bronzing application on cheekbones, then smooth outward and cover the face and throat. This gives a sun-kissed look that doesn't appear too fake. Be sure to feather into the hairline and behind the ears with minimal product so there is no line of demarcation. If bronzer has collected in the brows or nooks and crannies of the face, simply apply a small amount of moisturizer to a cotton swab and go over the affected area to remove excess color. This will prevent streaks and splotches.

2. Lip and brow refresher

How many times do you see women with chewed off lipstick or poorly shaped or groomed brows? A lot, right? Hone in on these problems (while remaining tactful) and offer a fresh lipstick application or offer to change the current lip color to the "newest rage" in lip cosmetics (liner, lipstick, or gloss). All along the way, offer application tips. Oftentimes, clients will purchase lip color, yet will abandon its use at home shortly thereafter. Why? Because it doesn't look the same as when it was applied in your spa or because it doesn't stay on. Teach clients to prep the lips and layer color for longevity.

If brows are the issue, offer to apply fresh brow powder or pencil-in a complementary shape to give clients "a polished look." Brow reshaping for those in fear of the tweeze or wax, can be accomplished "noninvasively" with some expertly placed brow powder. Fill in the sparse areas, add an arch and show how much cosmetics can do to open up and lift the eyes. This will help you gain new clients and build loyalty—without the fear of a waxing mishap or tweezing debacle. After all, it's only makeup.

3. Skin care lesson

Teach clients to properly care for their skin in 10 minutes or less ... Make an event of it; offer "product amnesty" for what they've been using, then show them how your products and treatments fit in for the best results. You can work backward from their makeup application to their cleansing routine or the other way around.

Products work wonderfully if you use them properly, but how many times do we hear horror stories about consumers misusing products or self-prescribing the wrong things? Teach clients how and when to cleanse, as well as what to cleanse with. Exfoliation is a hot topic to cover with just about everyone. Explain the benefits as well as the dangers of exfoliation and the differences in the exfoliants that you have to offer. Masks and serums offer tremendous benefits to the skin, but who knows how often to do this? Write out a prescription

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for each person, detailing a daily routine for morning and night and any intensive recommendations you've made to achieve greater results. Don't forget to write out your service recommendation for each client; they'll still need to see you monthly for professional treatments.

4. Makeup lesson for the latest trends

Make recommendations and show clients how to use any unfamiliar products, e.g., adding rose blush or metallic eye colors into their day or evening looks. My favorite time to promote this quickie is at the checkout line when it starts to back up with patiently waiting customers. Offer to update a client's look while the line shortens. The most popular selling, pick-me-up treatment items consist of a nonsticky, shiny gloss; a brow tamer; and a metallic color cosmetic. Choose a nonsticky lip gloss because hair will most definitely get caught in it when wind blows—it's a must in any windy city. Apply brow tamer to your willing participants and add a swoop of metallic color to the eye or lip areas—an instant pick me up. Clients look better and, hey, guess what? The checkout line is shorter. Tell clients to come in and bring their entire makeup bag so you can go through it, update it and pare it down thoroughly.

Use pressure points and de-stressing movements to relieve tension in the head, neck and shoulders, all with the client sitting up in a regular chair.



5. Free sample packs

Mini-kits that include a true sampling of your star products from each area of your spa are always great hits. The kit should include skin care, body care, sun protection, cosmetic and bath products, and a service menu or business card. This is always a fantastic goodie bag to entice them back. Ask the client to do you a favor and try this new pack on one side of their face or body for a few days and then compare the results. If your products samples are great, which they should be, the client will be calling to ask if they can have more of that great serum that you allowed them to sample.

6. Foot and calf massage

Ahhh ... the feeling of a good foot massage ... Offer a 10-minute lower leg and foot refresher. Use a cooling leg gel and reflexology points to relax tired and abused feet. Do this while a client's manicure is drying and while you're waiting for your next client. This treatment also works for massage therapists. Try adding this to the end of the massage for a cooling effect on the legs and ankles. The client enjoys the refreshing feeling while the therapist works on a few reflexology points.

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Make quickies work for your business. Introduce these services in a fun, nonthreatening manner. Doing so will entice clients to try out new things.

7. Skin analysis

Use a Woods lamp or skin scanner box to show clients what's really happening on their skin. This is a sure way to boost bookings as well as retail sales. When you show them what you see, they will be excited to make changes in their skin. The skin scanner allows clients to identify their needs and then you work together to solve the problems that they think are important.

8. Scalp massage

Use pressure points and de-stressing movements to relieve tension in the head, neck and shoulders, with the client sitting up in a regular chair. One of the best times to do this is right after the facial, as clients usually are not ready to get up yet. During this time, you can talk about the massage benefits and how the entire body is connected. The massage therapist will appreciate the referral and next time will refer clients back to you. Teamwork is the best path to success in any salon or spa.

9. Paraffin hand treatment

Cleanse hands and exfoliate with a sugar or salt scrub, then dip into paraffin wax and wrap for five to 10 minutes for ultimate hand hydration. Paraffin dips are usually done during manicures and pedicures, but adding them during facials keeps clients warm and relaxed. A quick add-on during a makeup application helps the client relax during that service.

10. Zit zapping and purifying

Cleanse the client's skin and blot dry. Use an argon or neon high-frequency electrode and cover all areas of oil or congestion for three to seven minutes, be sure to and concentrate on areas with blemishes. Finish with the appropriate moisturizer and concealer or spot treatment. This is best done right before any makeup application and is especially helpful after a massage when the client has "cradle face." Sometimes between a manicure or pedicure, there are a few extra minutes—use this time wisely to zap some zits. This introduces facials to your nail clients.

Fun introductions

No matter which quickie you choose, know that the most important thing is to introduce new services to all your clients in a nonthreatening, fun way. If you are having fun, clients will want to be part of that excitement. Quickies can be done as no-charge add-ons during slow days or can be incorporated as something that you do every day. The easiest way to succeed with your quickies is to have an internal contest. The employee who does the most quickies in a week wins products from your skin care company. All skin care companies that you work with should provide you with support to do your quickies. Make your skin care company part of your team. ■

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