

# Proven Strategies for Successful Skin-Regenerating Facials

1. **Business Trends: Spa Statistics**
2. **Genetic Mapping**
3. **Skin Regeneration**
4. **Growth Factors**
5. **Award-winning M15 Peel Solution**
6. **Post-care protocols**

# Spa Trends & Statistics:

## Important Facts from Consumer Snapshot Studies

### Spa-going consumers:

42% of U.S. consumers in U.S. visited a spa 1X within the last year

58% of U.S. consumers are NOT spa-goers

### Percentage of population:

48% of spa-goers are female

35% of spa-goers are male

### Frequency of Spa Visits

20% of spa-goers visit 5X or more per year

80% of spa-goers visit up to 4X per year

# Most popular treatments within the past year:

**76% Massage**

**54% Mani/Pedi**

**42% Facial**

**28% Body Scrub/wrap**

**31% Aromatherapy**



# Top Reasons for visiting a spa:

24% Treat Myself

22% Reduce/Relieve Stress

14% Improve my appearance

9% Invest in overall wellness

9% Join a friend/relative at the spa

5% Utilize a gift card/certificate

# Top Reasons for **NOT** visiting a spa:

**39% Too Costly**

**14% Not familiar with spa environment**

**11% Not comfortable visiting a spa**

**9% Do not have enough time**

**3% Too indulgent**

# Retail items:

*Very little correlation between household income and spending patterns on retail items*

39% Frequent spa goers (5 X a year)  
purchase retail items

20% Infrequent spa goers (up to 4 X a year)  
purchase a retail item



# Top Products purchased during spa visit:

**42% Body Scrub**

**41% Moisturizer**

**26% Anti-Aging Skincare products**

**26% Acne Treatments**

**13% Other Skincare**

# Incentives that influence consumers the most:

Discount on retail products for repeat customers

Free Samples of New retail products and/or services

Free Gift after a certain number of purchases



# GENETIC MAPPING

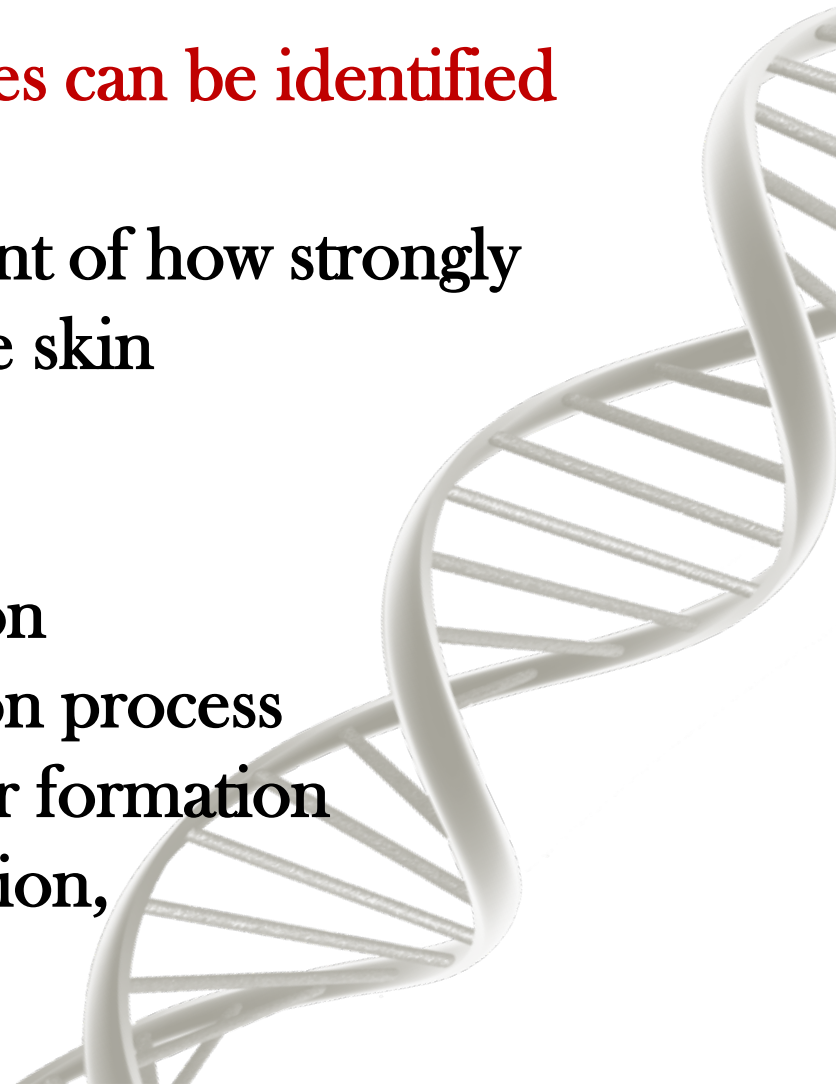
Pinpoints skin's aging process

**Distinct gene expression changes can be identified for each decade we age**

Unique “ageless” skin fingerprint of how strongly 2000 genes are expressed in the skin

**Genes are responsible for:**

- cellular energy production
- cell junction and adhesion process
- skin and moisture barrier formation
- DNA repair and replication,
- antioxidant production



**In 20's** - Decline in antioxidant response  
Vitamin Infusion

**In 30's** -Decline in Skin Bioenergy

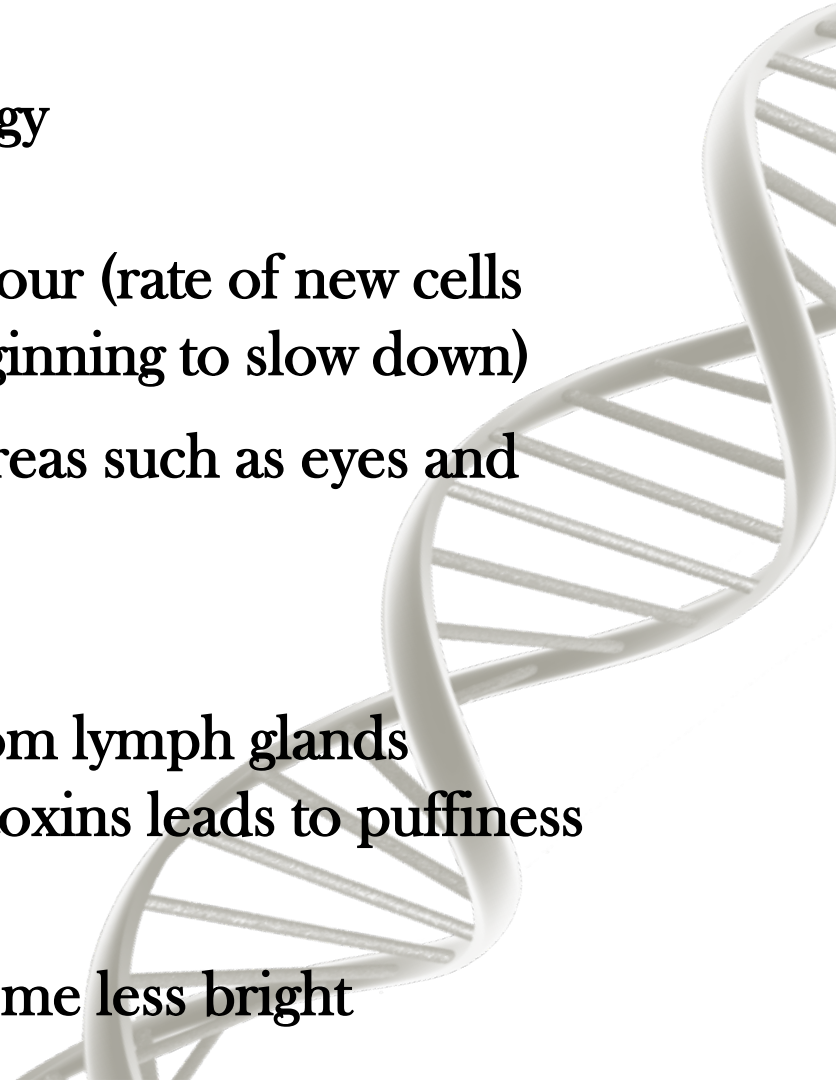
Skin is drier and duller in colour (rate of new cells being produced by skin is beginning to slow down)

More fine lines around key areas such as eyes and mouth

Loss of some skin tone

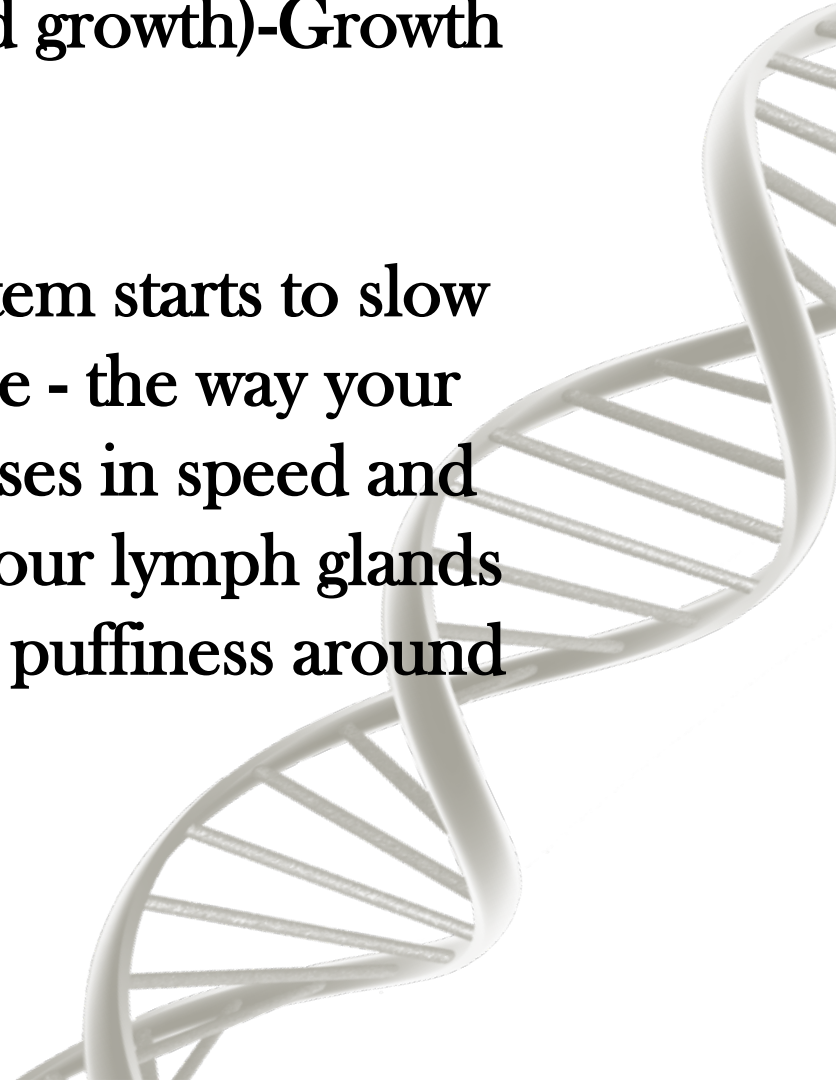
Weakened elastic support from lymph glands (responsible for flushing out toxins leads to puffiness around the eyes)

Overall complexion can become less bright



**In 40's-** Increase in Cellular senescence ( loss of a cell's power of division and growth)-Growth factor

At this age, your lymphatic system starts to slow right down. Lymphatic drainage - the way your body gets rid of toxins - decreases in speed and the elastic fibres that support your lymph glands break down. This can result in puffiness around your eyes and cheeks.





## In 50's - Decline in Skin barrier function

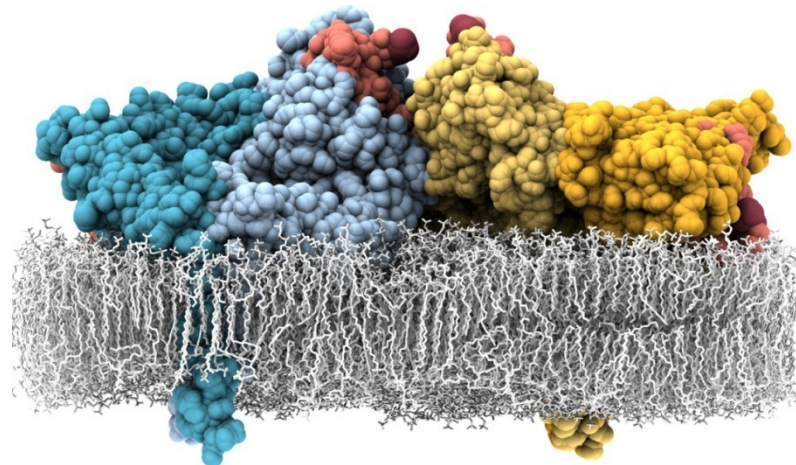
1. **Patches of pigmentation** are likely to appear - age spots, where cells decide to produce pigment in the absence of sun
2. **Spider veins** start to show - often a sign of blood vessels damaged by the sun
3. Increase in **pore size** - skin loosens and pore openings become more pronounced
4. Skin becomes **flaky** and **more wrinkles** are apparent
5. Skin is more **dehydrated** than earlier years
6. **Collagen and elastin are unsupportive** to skin cells.
7. A key sign of aging starts to appear around eyes - when eyelids can become **hooded and wrinkled**. This shows that skin's elasticity is starting to break down.
8. **Menopause** is probably kicking in at this time. **Decreased estrogen** slows sebum production, protecting skin less and making it drier.



# CELLULAR REGENERATION

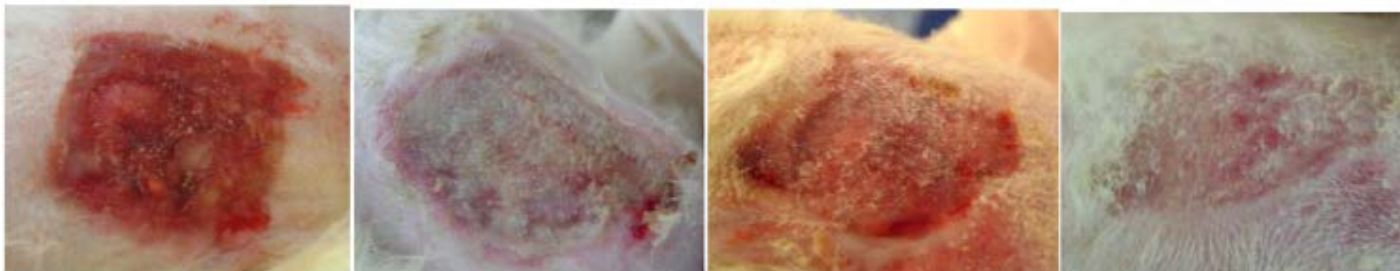
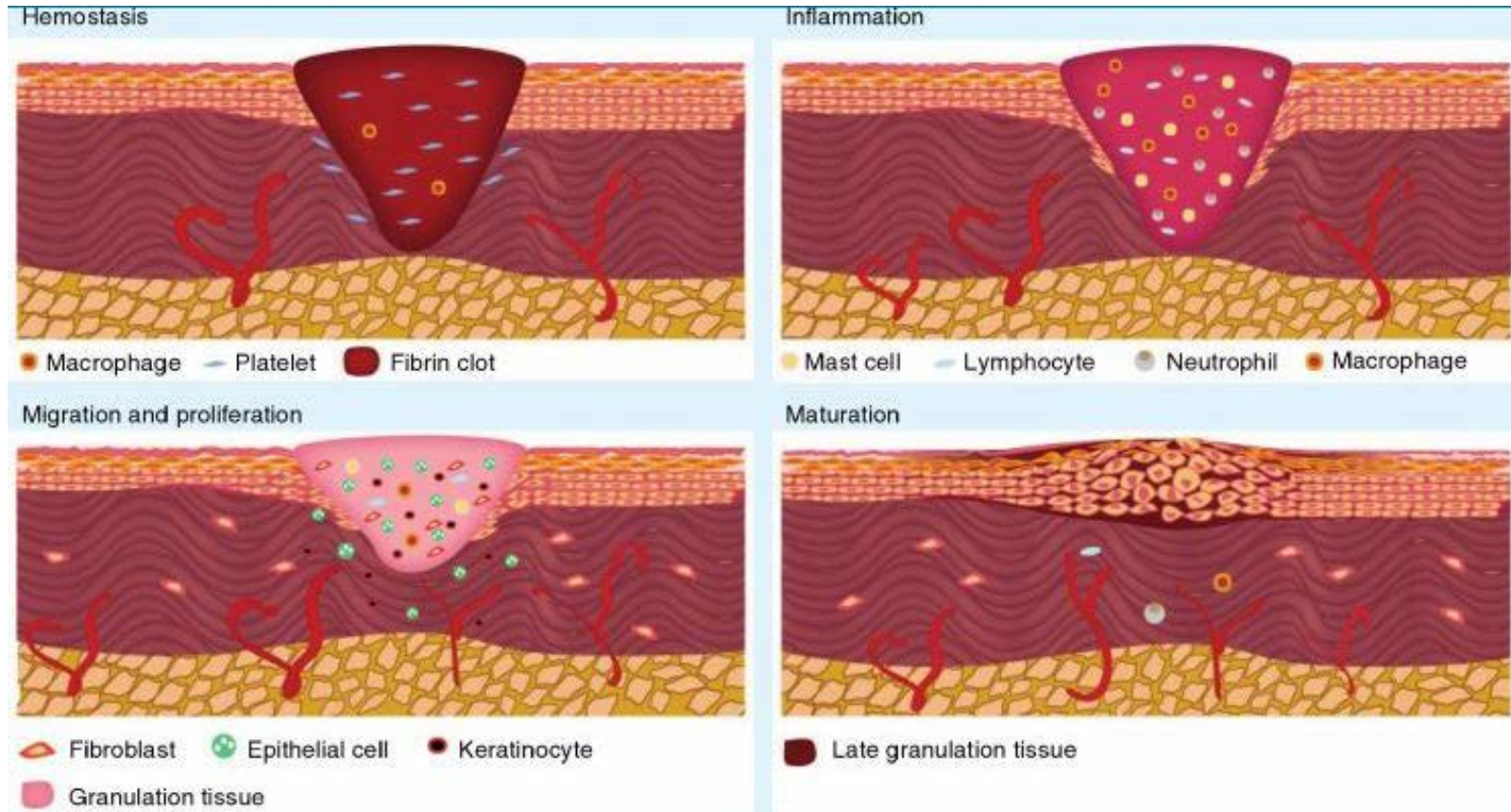
# Epidermal Growth Factor (EGF)

- Protein that catalyzes the healing process
- Allows epidermal and epithelial cells to divide and grow
- Growth factors naturally exist in our skin cells
- Skin constantly produces and uses EGF, especially after skin damage
- Topically, EGF increases mitosis (process by which body generates & replaces cells)
- Increases synthesis of proteins
- Increases circulation as more blood vessels form

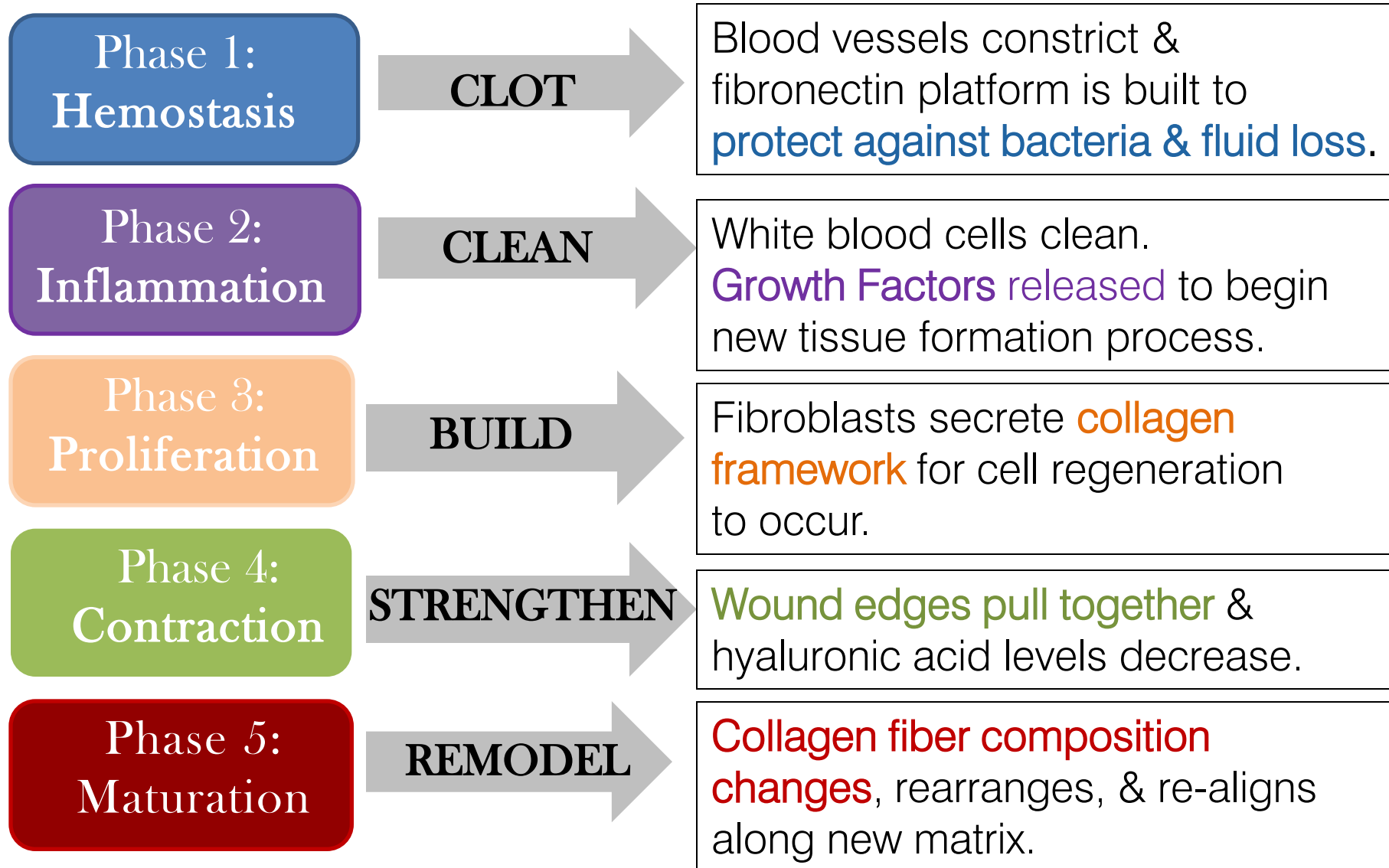




# Phases of Wound Healing: Cell Regeneration & Skin Repair



# 5 PHASES of Cell Regeneration & Skin Repair



# Phase 1: Hemostasis (Immediate)

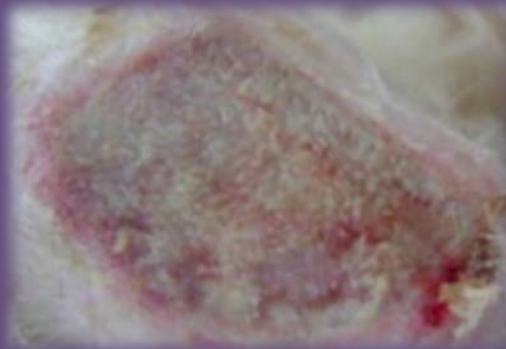
- Platelets cluster
- Blood vessels contract & vasodilate to pour in repair materials & defense mechanisms
- Begins within minutes after tissue damage





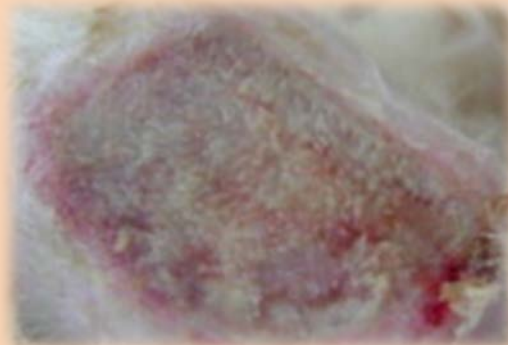
## Phase 2: Inflammation (6-8 hrs)

- **Macrophages** arrive & continue clearing debris. Low oxygen supply triggers macrophages to activate signals for growth factors
- **Angiogenesis: formation of new blood vessels necessary for cellular repair.**
- **VEGF** responsible for signaling new blood vessel creation (“nutrient highway”).
- **EGF** signals adult stem cells to make new glands, collagen, dermal cells, epithelial cells.



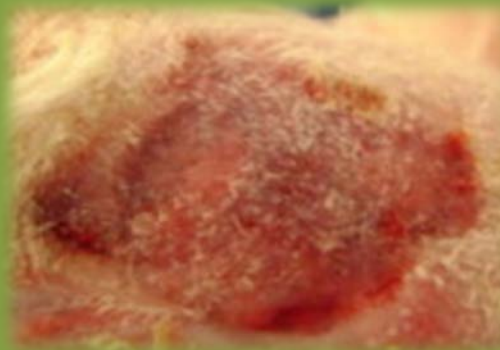
## Phase 3: Proliferation

- **Angiogenesis:** Formation of new blood vessels necessary for cellular repair. Angiogenic factors & VEGF attract fibroblasts & endothelial cells into the wound area.
- **Matrix Deposition:** Fibroblasts deposit ground substance & collagen to create provisional Epithelial Cellular Matrix over injury site (key components include fibronectin, hyaluronan, collagen, & glycoproteins)
- **Hydration** is critical for healthy healing; insufficient oxygen inhibits ECM fibroblast proliferation & may cause fibrotic scarring.
- **Re-epithelization** begins—Epithelial cells migrate to open wound site



## Phase 4: Contraction (3-5 days)

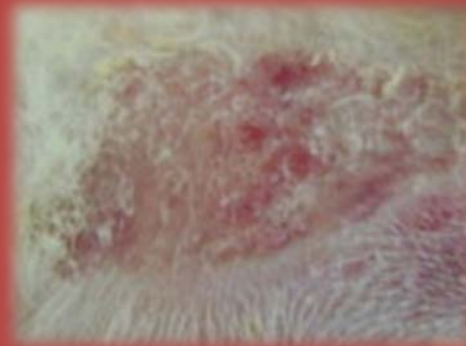
- Key phase of wound healing with repair
- Contraction of wound edges occurs asymmetrically
- Provisional Matrix breaks down as fibroblasts lay down collagen to reinforce the wound
- Decreased hyaluronic acid triggers fibroblasts to stop proliferating
- Fibroplasia: secretion of collagen, glycosaminoglycans, elastin, fibronectin, & protease





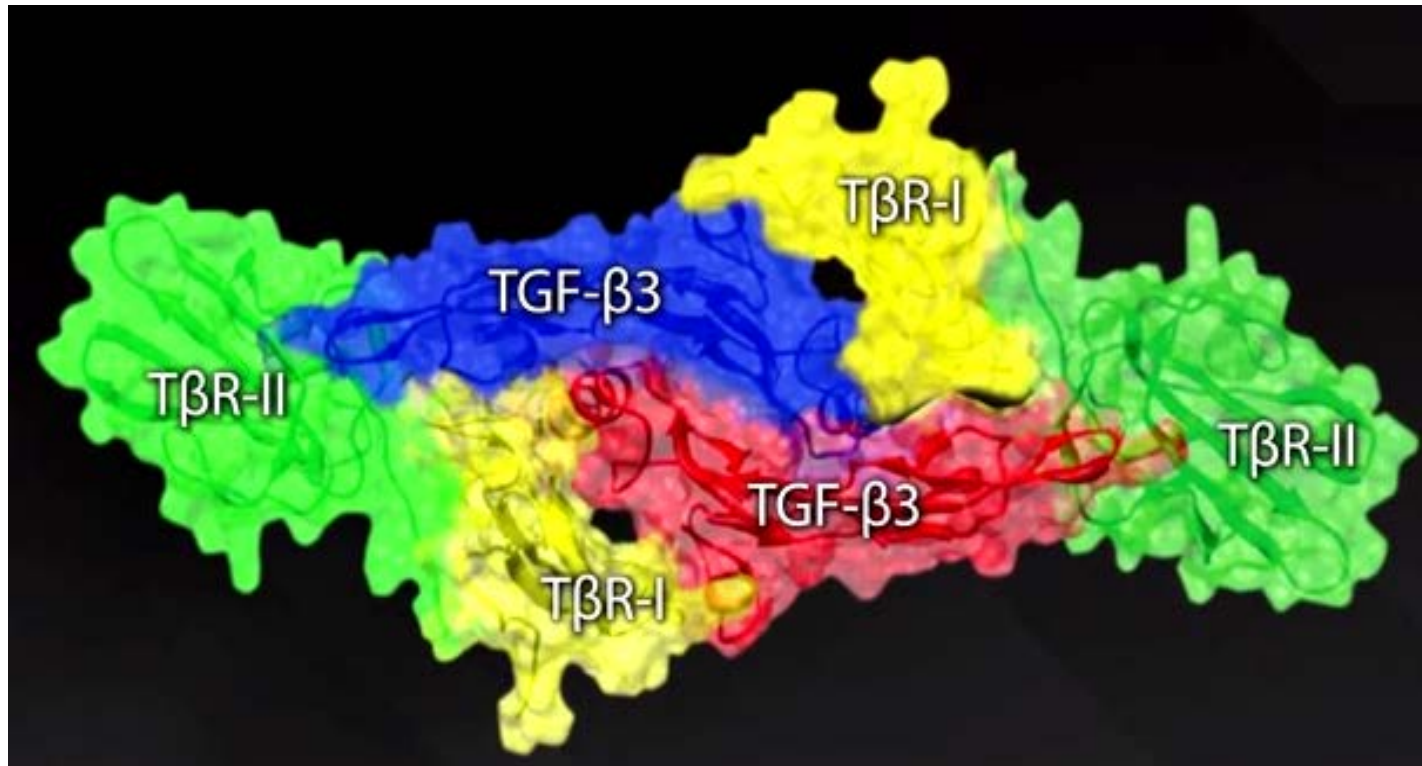
# Phase 5: Maturation

- **Re-epithelialization:** Covers granulation tissue with epidermal cells to protect against environment & completes wound healing
- **Type III collagen replaced by type I collagen**
- **Onset of maturation varies extensively**





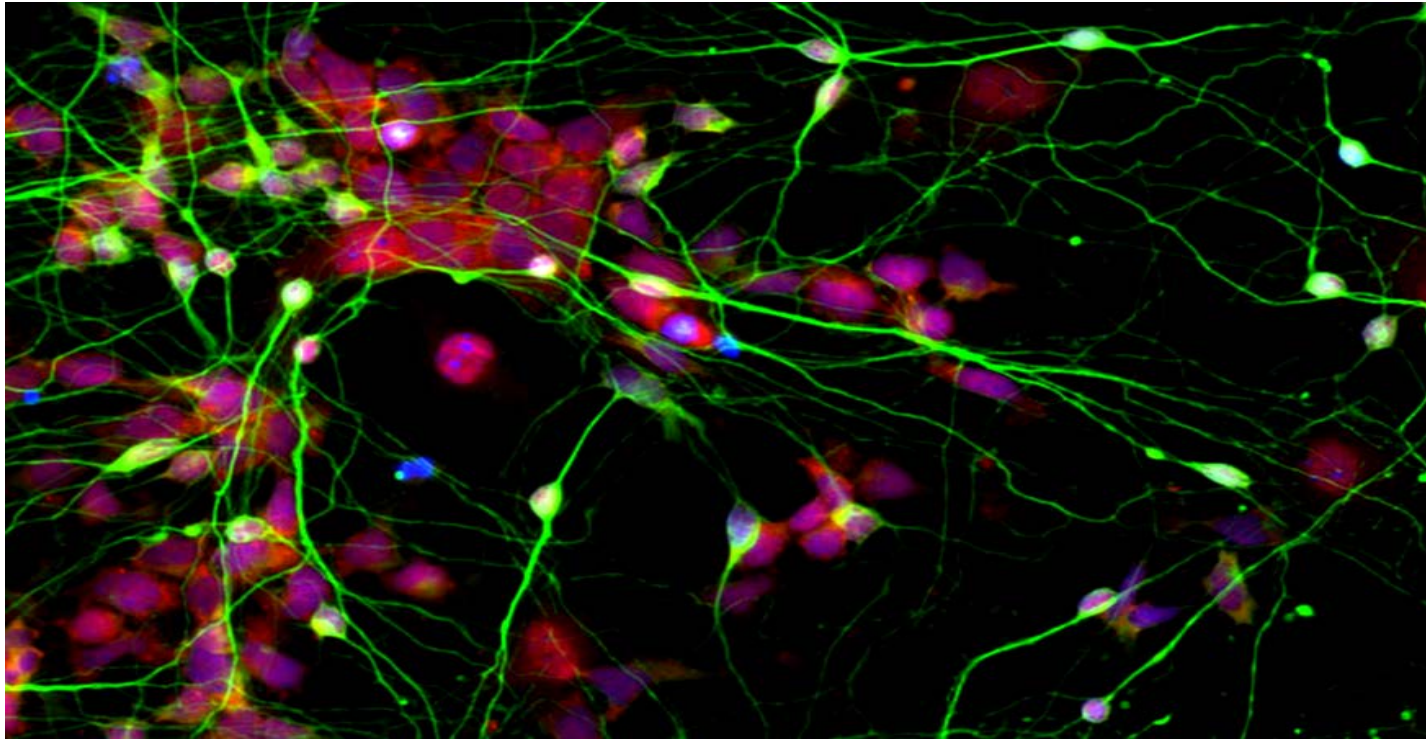
# **GROWTH FACTORS AND ANTI-AGING**



## Growth Factors for Anti-Aging

Growth factors are naturally occurring proteins produced by skin cells. They stimulate: 1) cellular growth, 2) proliferation and 3) differentiation.

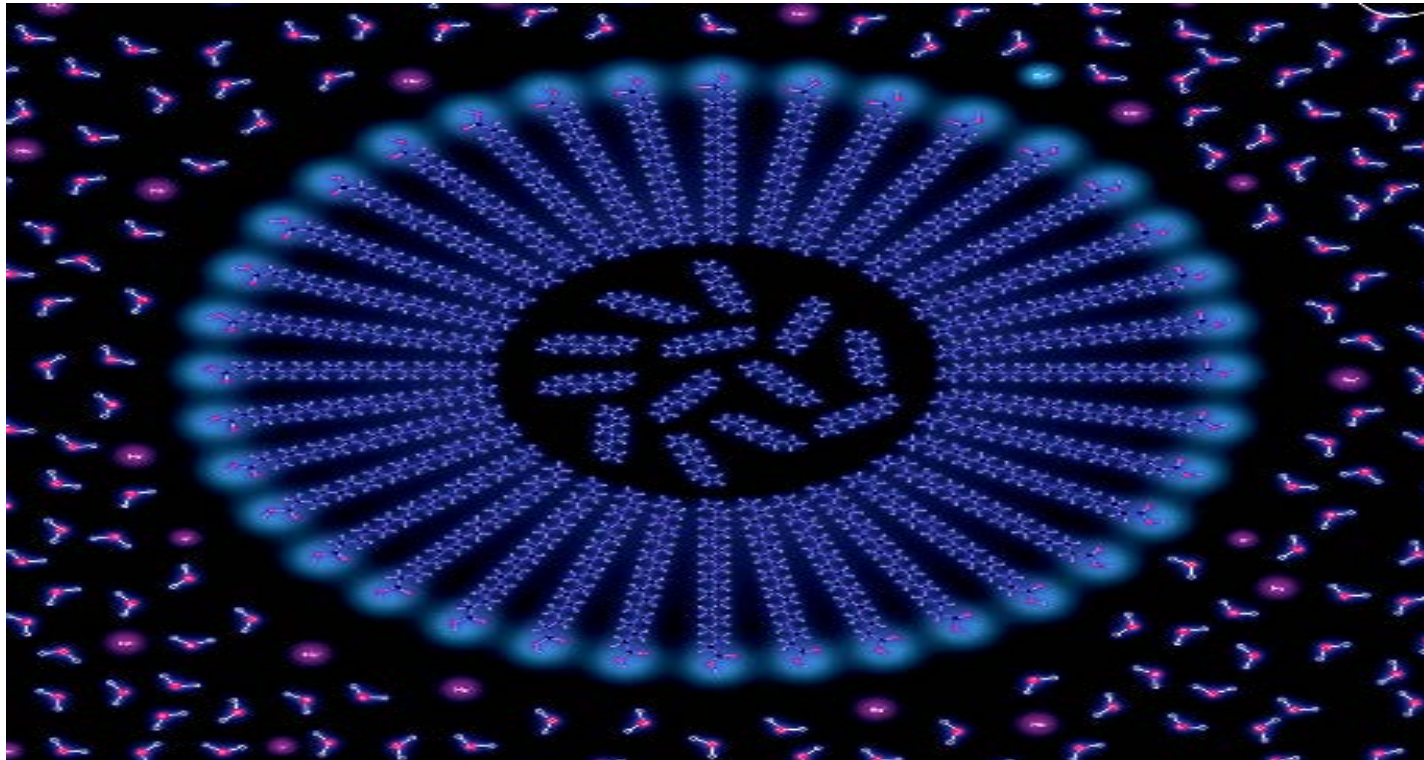
The normal aging process leads to the decrease in the production and level of growth factors.



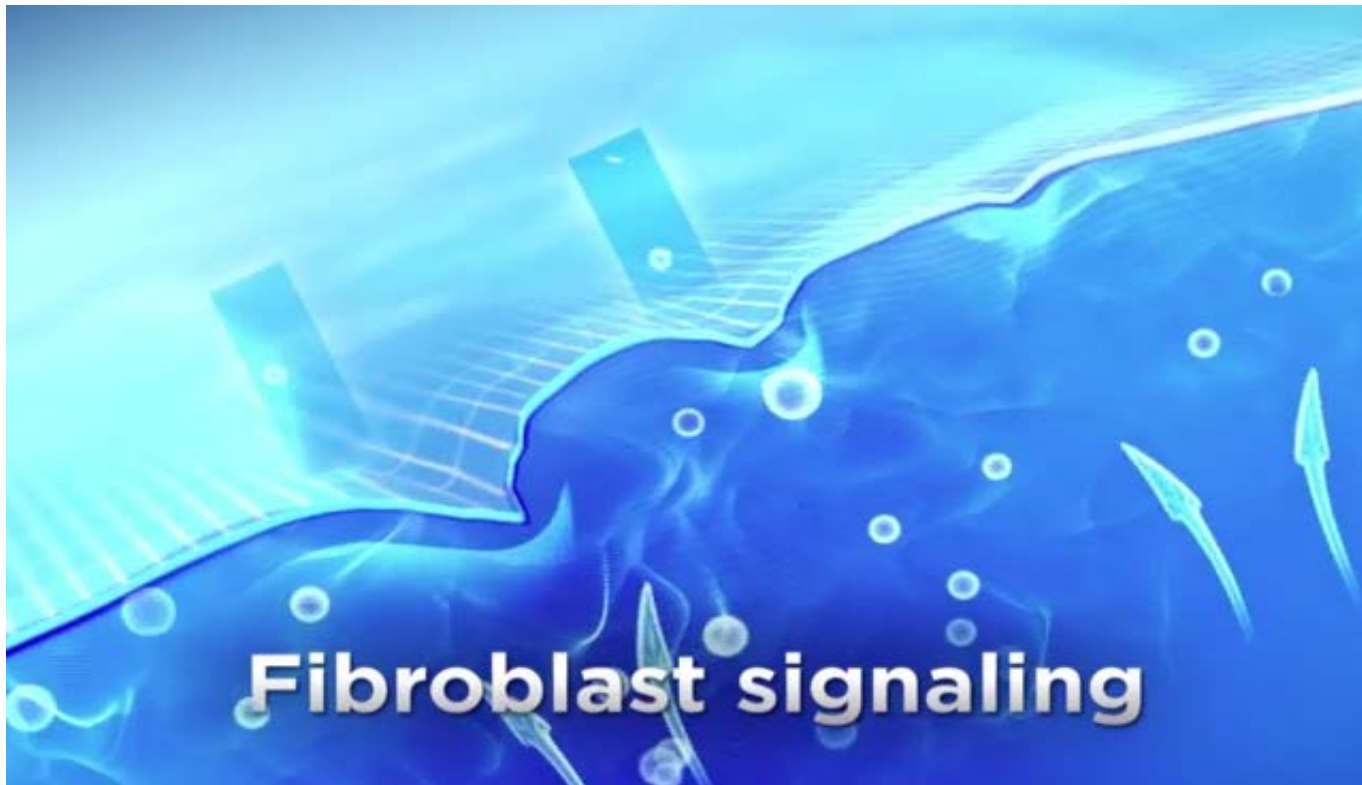
Growth Factors are part of a **cellular communication system** that influences the natural repair process.

**When there is damage, the cells in that region produce growth factors communicating to surrounding cells that damage needs to be repaired.**

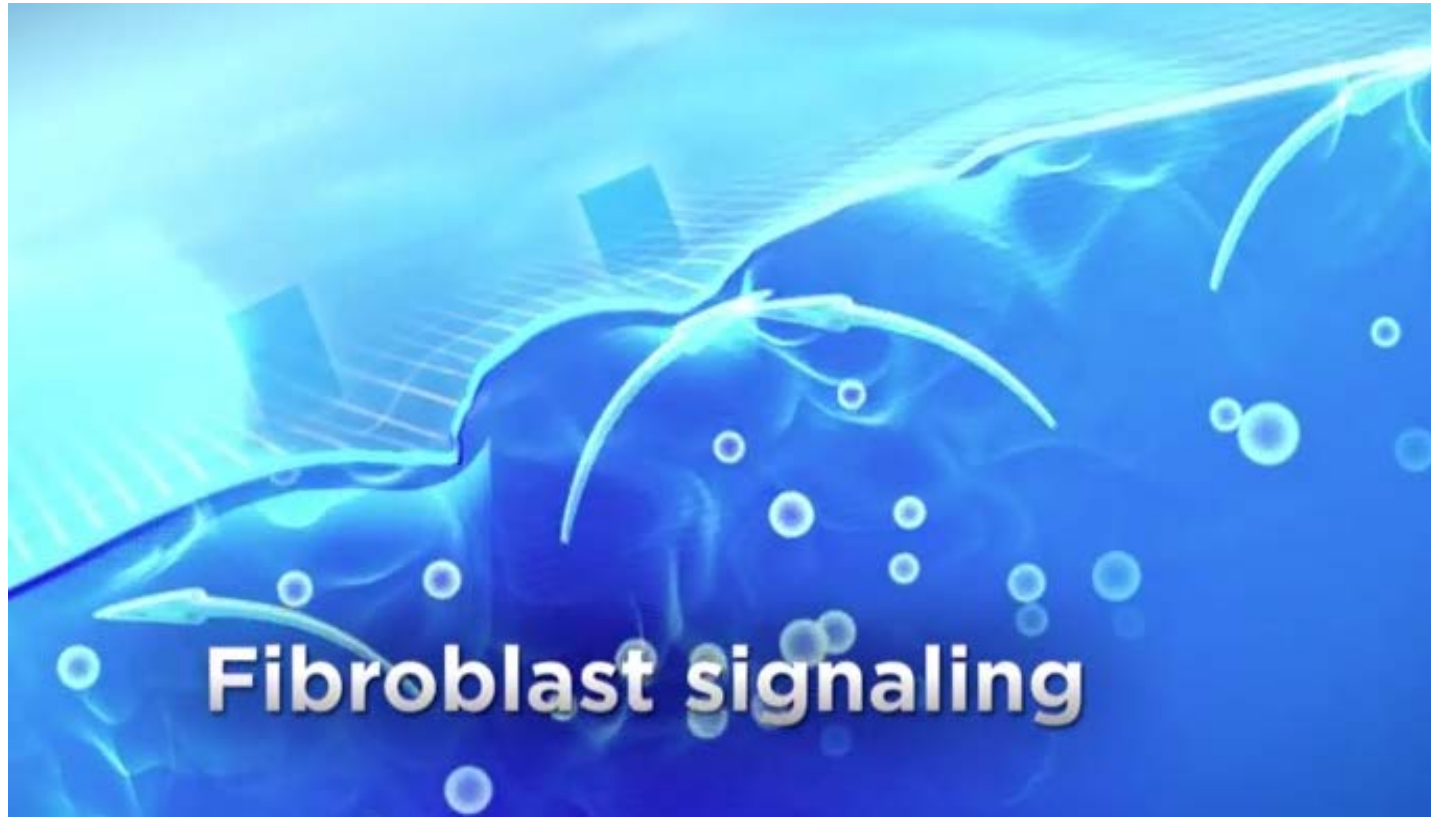




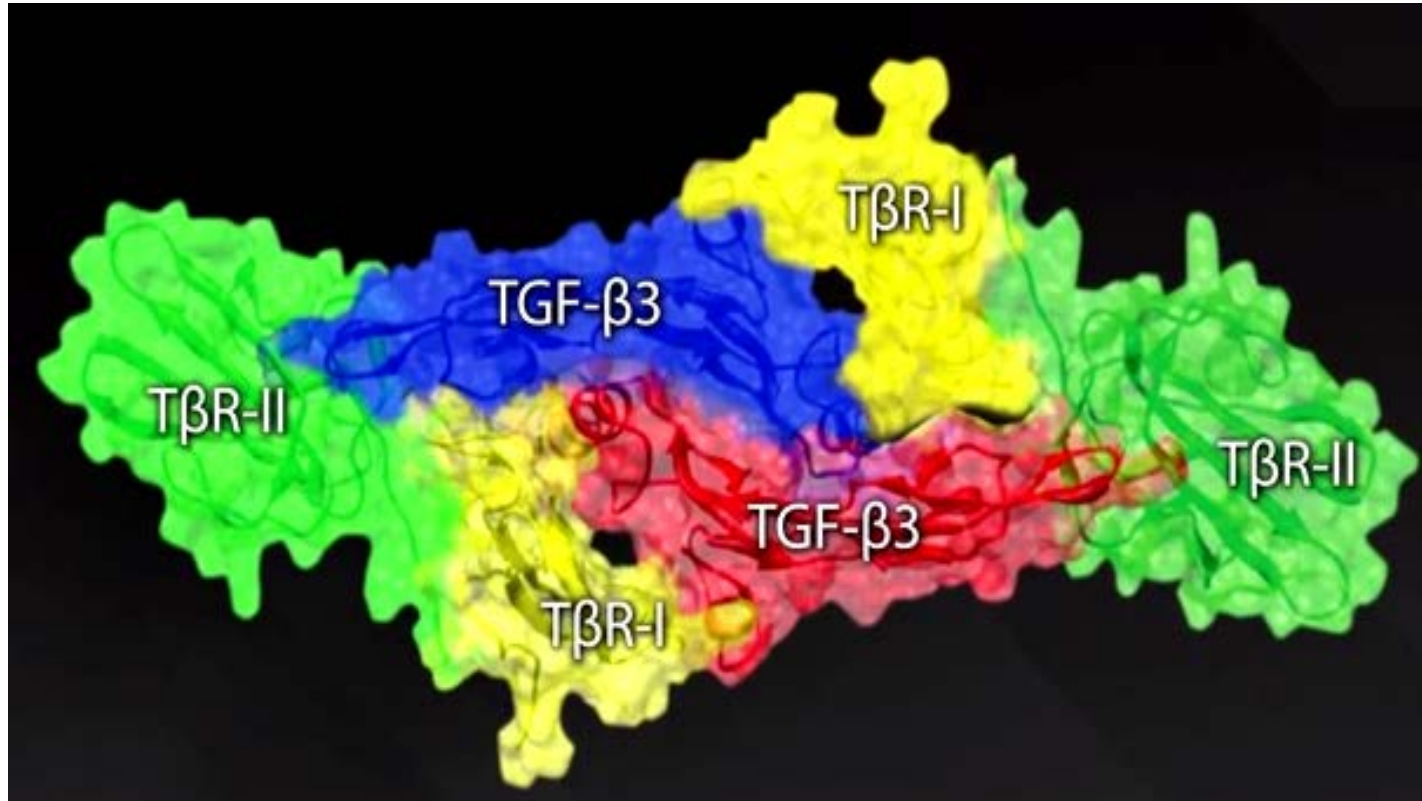
Growth Factors act as signaling molecules between cells. The **repair message** travels to cells deep into the skin via a **signaling cascade**.



When growth factors are applied **topically** into skin, the stratum corneum stimulates a **cascade of information** that goes down into the dermis and **stimulates fibroblasts to produce collagen**.



Because of established communication pathways, growth factors **do NOT** need to go deep into the dermis.



Growth factors do not work by themselves; **they work in combination with other growth factors.**

For efficacious results, skin must be provided the combination of growth factors that are normally present in the skin.

**Growth factors must be physiologically balanced, present in high concentration, and stable.**



# EGF-DNA

*Repair & Restore*



- ✓ Consists of a single polypeptide chain of 53 amino acids
- ✓ Optimizes healing & wound recovery (post peel/laser)
- ✓ Accelerates cellular turnover
- ✓ Reprograms damaged cells so they act youthfully
- ✓ Smooths appearance of dry and flaky skin
- ✓ Promotes a healthy glow
- ✓ Contributes to faster skin renewal



**LNE & SPA'S  
BEST  
PRODUCT  
2015**

# M15

WON FOR

# BEST PEEL

THANK YOU ALL!

**M15 (15%) MANDELIC + ARBUTIN PEEL SOLUTION**

- Enhances cellular turnover and improves uneven tone
- Reduces the appearance of hyperpigmentation, sun damage, and wrinkles
- Mandelic acid exfoliates without irritation, reduces inflammation, and improves texture and tone
- Alpha arbutin naturally brightens and balances the complexion

**M15**  
[15%]  
Mandelic + Arbutin  
Peel Solution  
Net Wt. 2 oz. (60ml)

## Calming & Renewing Post-Procedure Protocol

*Therapeutic post-procedure protocol is ideal for calming skin and promoting skin renewal after treatments using **radio frequency, chemical peels, laser, LED, and cryo-electrophoresis machines.***

PRODUCTS	TIME	AREA
<ul style="list-style-type: none"><li>• <b>Phyto-Marine Cleansing Lotion</b></li><li>• <b>Iso-Cell Recovery Solution</b></li><li>• <b>StemCell EGF</b></li><li>• <b>Hyaluronic Serum</b></li><li>• <b>Derma Relief Serum</b></li><li>• <b>Moisture Infusion Mask</b></li><li>• <b>Marine Collagen Peptide Serum</b></li><li>• <b>Vita-C Skin Protective Crème</b></li></ul>	20-30 minutes	Face, Neck, Décolleté
	OTHER INFORMATION	
	<b>Home Care:</b> <ul style="list-style-type: none"><li>• <b>Phyto-Marine Cleansing Lotion</b></li><li>• <b>Iso-Cell Recovery Solution</b></li><li>• <b>O<sup>2</sup> Calming Gel</b> if redness persists</li><li>• <b>Hyaluronic Serum</b></li><li>• <b>Derma Relief Serum</b></li><li>• <b>EGF-DNA</b></li><li>• <b>Collagen Peptide Serum</b> *</li></ul> <p>* After 5-7 days, gently apply <b>Collagen Peptide Serum</b> over targeted areas.</p>	

# POST-PROCEDURE PROTOCOL

## PROCEDURE

- |   |                  |                  |   |
|---|------------------|------------------|---|
| 1 | <b>Cleanser</b>  | <b>3-4 min</b>   | Cleanse the facial area with <b>Phyto-Marine Cleansing Lotion</b> . Pat dry.  |
| 2 | <b>Toner</b>     | <b>1-2 min</b>   | Spray <b>Iso-Cell Recovery Solution</b> onto hands, then pat onto client's face.  |
| 3 | <b>Serum</b>     | <b>1-2 min</b>   | Gently apply 2-3 drops of <b>Hyaluronic Serum</b> , <b>Derma Relief Serum</b> , and <b>StemCell EGF</b> onto client's face, neck, and décolleté, layering serums in that order. |
| 4 | <b>Mask</b>      | <b>15-20 min</b> | Apply <b>Moisture Infusion Mask</b> onto face. Remove after 15 minutes. Do not rinse.   |
| 5 | <b>Hydration</b> | <b>1 min</b>     | Gently apply <b>Marine Collagen Peptide Serum</b> onto client's face, neck, and décolleté.  |
| 6 | <b>Sun Care</b>  | <b>1-2 min</b>   | Complete procedure by applying <b>Vita-C Skin Protective Crème</b> .  |