

HOLIDAY EXPRESS: Treatment Results in Minimal Time

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When it comes to aesthetic treatments during the holiday season, clients are looking for quick maintenance and results. While this can be challenging, spas can learn how to give their clients the best experience possible on a time constraint.

EXFOLIATION

Professional exfoliation treatments are a great way to give clients the results they are looking for without the time commitment of a traditional facial. There are many professional exfoliation options to choose from. Since this is a busy time with many events, choose an exfoliant that gives results without downtime. Begin with a thorough oil cleanse to loosen up dirt and debris, then start the lymphatic drainage process. Follow with an active cleanser customized for clients' skin types. Express exfoliation treatments can include microdermabrasion, dermaplaning, enzymes, or light chemical peels.

FACIAL MASSAGE

Facial massage offers a relaxing and skin rejuvenating service. A 45-minute service focusing solely on facial massage can deliver many benefits to skin. This service could include an oil cleanse with steam towel removal, followed by a medium application massage, and finished with a sunscreen. Minimal product use highlights the massage service and keeps the cost of the treatment low as well. In addition to providing relaxation during a hectic time of the year, facial massage can be advertised with its numerous benefits, such as reduction of inflammation, puffiness, and dark circles; toning, firming, and lifting sagging skin; and minimizing fine lines and softening deep wrinkles. To take this service to the next level, incorporate a CBD oil to activate the body's endocannabinoid system and support homeostasis in skin.

EXTRACTIONS

Clients will often attempt extractions themselves with less-than-ideal results. Offering an express extrac-

tion treatment to assist in evening skin texture can increase their confidence when impromptu photo shoots are at an all-time high. After a thorough cleanse and gentle exfoliation, spending 10 minutes extracting can make a world of difference. Finish with bacteria-fighting hydration products and a sun protection product. Sending clients home with a treatment mask they can regularly use by themselves will assist in maintaining their results and allow them to take care of their skin on their timeline.

These treatments can be a great way to increase retail sales by encouraging clients to take care of their skin at home. Once they make the connection between homecare and professional services, they will likely come back for a longer treatment when time allows. Express services are a great way to fit in additional clients who are looking for relaxation and results throughout the holiday season. When designing an express menu, keep the end goal in mind to help clients achieve beautiful results. ▽



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