

SWEETEN YOUR SERVICES

by Lina Kennedy

From the day we are born, there's a fascination surrounding our hands and feet. First everyone wants to count and kiss our little toes and fingers and later, we burst the most sought after giggles as we begin to anticipate the climax of the little piggies going to market! We learn how to create a church and then fill them with people, and we learn how to count using our fingers. We learn how to point, how to play instruments, play sports, hug, shake hands, and even tip toe through the tulips... at the end of the day we expose our 20 little extensions in more situations that require us to keep them well groomed.

Most people have at one time or another shaved the hairs on their fingers or toes and while they did enjoy a short period of hairless phalanges, it was generally followed by regret. When you shave, you only slice a piece of the hair off, leaving the hair shaft blunt giving continued growth a scratchy feeling.

"Nobody wants to hold hands with a rose bush." Clients are turning to their salon professionals for alternatives to these issues and with spring on its way, what better time to offer a safe and gentle alternative to get these issues under control. You can upgrade your salon pedicure services by adding body sugaring for the feet and toes, and your manicures by adding body sugaring for hands and fingers.

Men want beautiful hands and feet, and so do their women. So why not play it up on your service menu? Hair removal for men is something to seriously look into. Women's likes and dislikes do vary from either wanting their man to have no body hair to some body hair, but most women will agree that hairs coming through the shirt collar are a turn off, as are the hair on hands that look like miniature jungle bushes to tree trunks popping from their toes

In this time of tight economic pressures, clients want cost-effective solutions that are result oriented, and salons are looking to increase revenue on current services. Adding on services such as hair removal for hands and feet to the menu of manicures and pedicures is a win/win combo! ...but don't limit the sugaring treatments to the manicure and pedicure station when you can sugar all of their needs in the sugaring treatment room. Feet and toes should always be included when you are treating the lower or full legs. And the same for hands and fingers - always complete your arm sugaring treatments by sugaring all of the hair from the hands. So go ahead... Step it up in your salon/spa and watch your clients step out with style!



The Melanie Policy

In today's market, it is becoming increasingly rare to find a company that not only creates revolutionary, effective, and safe products, but also places its primary focus on giving back. Bethesda Skincare, a company of all-natural skin care products, is exactly this kind of company. In 2008, Bethesda Skincare launched Bethesda Sunscreen Soap, the first ever all-natural body bar with SPF protection. At its launch, the company implemented The Melanie Policy, offering a free bar of soap to anyone with cancer, or anyone who knows someone fighting the disease.

Jamie Collins Doss, the creator and founder of Bethesda Skincare, instituted the Melanie Policy in honor of her sister who is fighting stage-four colon and liver cancer. Melanie's fight with cancer motivated Jamie to create this product after she witnessed how chemotherapy and other cancer treatments can deplete the skin of its nutrients. Jamie set out to create a product that would bring healing, restoration, and rejuvenation to the skin. It is her goal to strengthen and help heal the body through its largest organ. Enriched with over 50 vitamins, minerals, and amino acids, the benefits of this body bar are unparalleled.

Over the past years, Melanie's strength and courage through her on-going battle has only strengthened Bethesda Skincare's desire to reach out to this community, and all of those with skin ailments. Through the Melanie Policy, Bethesda Skincare has already impacted the lives of hundreds of cancer patients and their families, and the company's primary mission is to aid all of those who try their products. The Melanie Policy is an important part of this mission.

If you are battling cancer, or you know anyone with the disease, we hope you will try a free bar of soap. In order to receive your sample of Bethesda Sunscreen Soap, please send the name, address, and the recipient's condition to store@bethesdaskincare.com.

