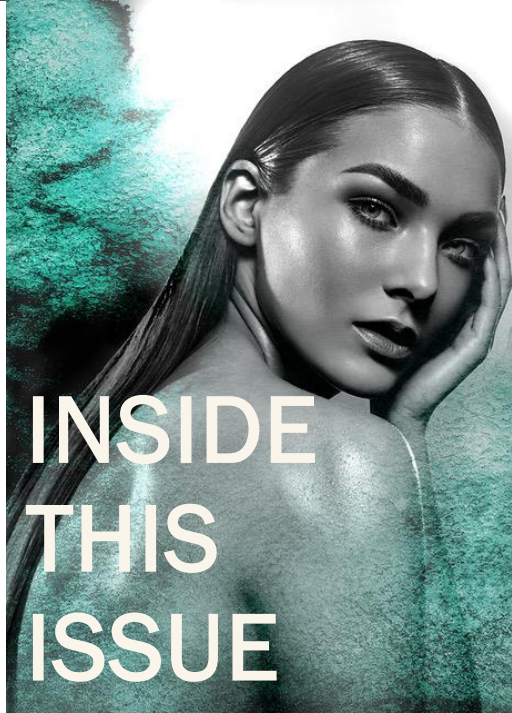




## NEWSLETTER

May 15, 2020



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**Your Health is Our #1 Priority** – Changes you will see at your next spa visit

# Long Live Spa Culture



By Orly Williams, Manager, Art of Balance Wellness Spa | May 13, 2020 | Spa Experiences

## Mothers, Daughters and Spa Culture

Teaching a young girl how to take care of her skin is not an easy feat. I am thankful to my mother for instilling in me good skincare habits early on. One of the first was the importance of cleaning my face every night before going to bed. I wasn't the most compliant daughter, so this took some time and some reinforcement. It certainly did not hurt that my mother is blessed with a beautiful complexion, which is something that I have always admired and strived for.

My mother also introduced me to the importance of selfcare, wellness and spa culture. My facials started when I was eleven years old and massages began around the same time. Facials were something that she and I always scheduled routinely. Growing up, weekly salon visits were something that I looked forward to - mostly because I adored the scalp massage at the shampoo station.

Massages were a daily practice in my household while growing up. My father received a massage pretty much every day before retiring for the evening. This tradition started with my mom as massage therapist and then later my brother and I were pressed into service for foot massages and back massages.

My brother also became a strong proponent for the health benefits of massage, acupuncture and holistic therapies. This is something that my ten-year old niece seems to have inherited. She is already a spa and massage connoisseur—but focuses much more on receiving rather than giving!

We all have been experiencing challenging times due to COVID-19 and the many restriction that this new reality has imposed. Now, more than ever, we are in need of the many health benefits of massage, skincare and wellness therapies as an essential part of a healthy lifestyle. We here at Art of Balance are here to be your partners in self care.

Visit us at  
[artofbalancespa.  
com/virtual-  
practice/](https://artofbalancespa.com/virtual-practice/)



## CHEAT SHEET FOR SKINCARE. Part 2: EVENING

By Gina DeLong | April 20, 2020 | Spa Experiences

The main reason for an evening routine is to help your skin help itself. Think "*Repair & Correct*".

One of the BIGGEST beauty myths is "your skin repairs itself at night". This is partially true: your skin repairs itself 24 hours a day!! The reason you apply evening treatments is that your skin can focus its FULL attention towards the treatment, and it's not being bombarded with sunlight, dirt, free radicals, etc. So getting those treatments in the evening actually helps them have a much better chance of being effective.

Do you need to double cleanse in the evening?

If you've been inside all day and have not applied an SPF, you probably do not need to double cleanse. But if you are wearing SPF, as you should be, you need to double cleanse. Many people who think they may be allergic to SPF are actually not taking the time to wash it off properly. I am not a physician, so if you feel you may truly have a SPF allergy, you should see your dermatologist to be properly diagnosed. SPF, as well as make-up, was designed to *stay* on the face. It takes time to remove it properly and your skin will be grateful.

If you would like a customized routine that will help your skin be its best and start the process of setting up healthy habits, take a moment and schedule your virtual consultation with one of the highly qualified Estheticians at the Art of Balance Wellness Spa.

### 1. Double Cleanse (or eye make-up remover)

Pre-cleansing oil is probably one of the best kept secrets for bringing excess oils and debris to the skin's surface so they can be easily removed.

If you're using an oil/balm-based cleanser, go straight in to hit the oils, debris and the general "day" left behind starting with the eye area and spreading out from there. For those using a milk or gel-based cleanser, finish with a quick go over with something lighter and geared toward your skin type.

If you are using Micellar water, before you cleanse, THAT is your first cleanse. But remember, if you are wearing an SPF or make-up you still need to do the double cleanse. Put the work in ...your skin will thank you!!

### 2. Toner

This is the ONE step you don't have to do at night. But if you are looking to keep hydration in your skin, do not skip this step.

### 3. Eye Cream/ Serums

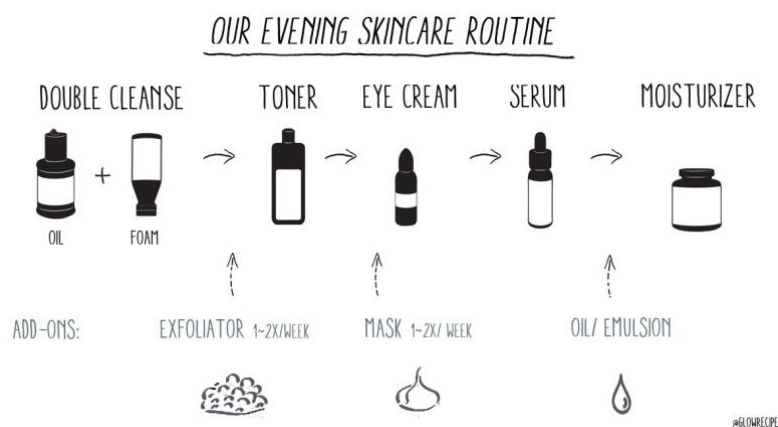
As in the A.M., if you suffer from puffy eyes as one of your issues choose a gel product as opposed to a cream based one.

This is my FAVORITE Step. This is where you can go to town! This is also where i advise my clients to invest their money. This is also where it can get utterly confusing (Please schedule a consultation!). I recommend having at least 3 treatment serums on hand that you can mix and match depending on your skins needs.

### 4. Moisturizer (optional)

Whether or not you need a night moisturizer is dependent on which serums you use. If one of your serums is a moisturizer, you are done. If your using a night-time oil, you may or may not need or want anything else.

As you can read, I am a fan of the piling it on *lightly* approach. I don't support the "cleanse then let your skin *breathe*" adage. Your skin is ALWAYS breathing. Your skin will breath whether you put product on it or not.



My P.M. routine is cleanse, tone, eye cream/serums and moisturizer. The products that are being used for each step DO change based on the season and skin concerns. Sometimes less is not more. Having one cleanser and one moisturizer is like having one pair of shoes, or one bra. You may need to switch it up depending on your skin's needs.

I encourage you to take a look at the Art of Balance website [www.artofbalancespa.com](http://www.artofbalancespa.com) for available in-person services, blogs and videos, and access to virtual consultations. We look forward to helping each of you achieve your skin care goals and answering any questions you might have along the way.

Be Well.



# YOUR HEALTH IS OUR #1 PRIORITY



## Social Distancing

We schedule to allow social distancing and enhanced cleaning between clients

## Enhanced Cleaning

We are partnered with Ecolab and follow CDC guidelines to ensure proper sanitization of all surfaces

## Personal Protective Equipment

Protective face coverings will be employed by staff and guests

## Virtual Visits

We will continue to offer virtual consultations

## Greetings

Our team will greet you with a Namaste bow

## Guests Screenings

Staff will complete screenings by phone or email prior to your visit

## Staff Screenings

We perform daily temperature checks and symptom screenings

## Single Use Refreshments

We will offer bottled water and packaged refreshments

## Flexible Workspace

We accommodate employees who are sick