

Project Therapist

Jane Scrivner has been working in the skincare and therapy industry for eighteen years, has written and published nine books on the subject of Detox and two about LaStone Therapy, has her own range of organic skincare products and has just embarked on creating appliances designed to make the spa and salon industry more efficient and beautiful. Exclusively to *Beauty Salon News*, Jane will be here each issue to bring you 'Project Therapist', ensuring your salon staff are at the top of their game, using little ways to make big differences.

We're now into summer, the weather's fine and our clients want the world; beach babe bodies, poolside perfection and sun lounger loveliness – all the time we stay cool, calm and collected in polyester, never seeing the light of day and getting paler by the second – except for the slight 'glow' we have acquired by performing a million spray tans...

So, to survive the summer months and the treatment schedule madness, your mantra is Hydrate, Hydrate, Hydrate.

It's very easy to think that we are 'doing treatments' and don't have time to nip out to the ladies (or gents) so we don't drink much, but keeping your hydration levels at the optimum is really important to general health and beautifulness so, pour yourself a nice chilled glass of water and read on!

Hydrate!

Water is the elixir of life, very easy to take for granted and very easy to forget BUT do so at your peril – or at least, to your detriment. It's refreshing, it's easy to get hold of, it's 'on-tap' and it's cheap.

Our bodies are about 75% water; our blood is approximately 92% water; bones come in at around 22% with muscles at 75% and the brain a massive 82% water content.

Moderate dehydration can cause symptoms of headache and dizziness and can slow metabolism by as much as 3%. Lack of water is the number one cause of tiredness and hunger pangs, so, by drinking eight to 10 glasses of water a day, you could ease 80% of general aches and pains.

A 2% drop in hydration slows down our recall, gives us trouble with basic maths (or even more trouble with basic maths), and

causes difficulty in focusing on reading or screen work.

We need water to think, to lose weight, to exhale, to regulate temperature in the body, to excrete, to digest, to have our blood circulate efficiently – we need water to live!

Don't over do it, simply keep an eye on consumption and drink little and often. Aim at a litre a day, over the entire day – if you drink it all at once it becomes at worst dangerous and at best uncomfortable. Drink it in tea, drink it in juice, eat it in high water content foods; vegetables, fruits, salads etc, and just see the difference a few drops can make to how you feel and how you look - it really does make a huge difference.

Hydrate!

Encouraging your clients to keep up their hydration levels through the summer months is a great 'chat line' that's not the hard sell but more the 'gentle reminder' skincare that gets you through July and August and should look very different to skincare in January and February. You can explain to them that skincare is as seasonal as, well, the seasons!

Water is a fabulous skin elixir, and should be kept in the skin as much as possible. Skin needs hydration - think about a wrinkled raisin versus a plump, smooth grape – the only difference is water. Hydrate on two levels; from the inside and from the outside. We can take water internally for great skincare and we can protect it from leaving the skin through barrier and moisturising products.

Recommend to your clients to eat skin loving foods that are full of water and antioxidants – you guessed it, vegetables, fruits and salads. Remind them to drink plenty of water especially as the weather gets warmer or they go to a hot climate for holidays and make sure they protect their skin with a good

quality moisturiser or face oil, preferably investing in a specialised SPF product to take them safely through the summer months.

Comment on how their skin looks great but not to 'un-do' the good work by being overexposed to the sun or drying out in holiday. Ask them what products they change over to in the summer: It's highly likely that they won't and this will bring to their attention that they absolutely need to – and YOU have their solution! A little effort now will have them looking good and wrinkle-free forever.

Hydrate!

Washing, drinking and applying are all ways we think of when talking 'hydration' BUT one way we totally forget to hydrate is through just being in or near water. I don't mean that water seeps into our bodies just by being near it, but I do mean that water relaxes us and calms us however we 'use' it. It is almost certain that 80% of people reading this will work in an environment that uses water to relax – to SPA – we 'are' water, so going to water is a little like going home.

Try 'going' to water; and by this I mean get in, on or by water. If you think about the most relaxing times in your life, the best holidays or the best memories of a day off and they are likely to involve water...a deep relaxing bath, a jacuzzi, a refreshing swim, a pedalo on the sea, a boat trip through a famous city, a paddle on the shore or a dip in the pool. Crashing waves on a wintry day, soft ripples on a pond or the sound of a babbling brook or garden waterfall – all water, all relaxing and mood changing – salty sea air or refreshing cool waters, just go to water and see how your body relaxes into the ebb and flow of H2O...

So Hydrate! Hydrate! Hydrate! Three small steps to make life healthier, happier and to get the cash to flow!

