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7 Ways to Increase Your Nail Revenue

By Naja Rickette, Celebrity Manicurist

Increasing the revenue of your nail department may be right under your nose, literally. My 14-year rewarding career as a manicurist began at a luxury hand and foot spa. Straight out of beauty school, I was offering hand facials complete with a hand cleanse, toner, exfoliation, mask, treatment serum, moisturizer and even a steamer. It was a spectacular service that wowed and relaxed clients. My mind always goes to providing an experience along with the beauty and health results.

Prior to the spa industry, I was a trained chef where I flourished with the ability to easily come up with menu items for salads and appetizers. This was my area of expertise, while the head chefs were mostly focused on meats and entrees; salads were foreign terrain to them. This is similar to the nail departments across the world in destination and day spas alike. A majority of the operations, managers and owners are skilled estheticians, massage therapists or business people. Nail services are necessary and fun but can be a bit foreign to the operations of spas. So, here are seven ideas for increasing the revenue in you nail department.

1 Hand/Foot Facials

A simple strategy and effective equation to use is that many services and specials offered on the facial or massage menu can easily be modified and included on the mani and pedi menu. This can maximize the revenue of your nail



Many facial services can be added onto a man/pedi service.

INCREASE YOUR NAIL REVENUE

department. As an added benefit, it can also boost the morale of your nail technicians.

Using the mindset and following the steps of a traditional facial service with cleansing, toning, exfoliating and hydrating, these products and tools can seamlessly be transferred into any mani or pedi service. If you already have exfoliation treatments, peels, hot stones or rose quartz rollers and stones in your spa toolbox, you can easily add these onto feet or hands while increasing your bottom line. In some cases, there isn't any additional cost by utilizing the back bar products you already have in stock to create specials or services that garner superior hydration along with an ultimate experience for the hands, feet and legs.

Recently, while working at a spa during Cinco de Mayo, there was a special avocado mask and incentives for the estheticians to upgrade to this service and retail the mask for home use. I was disappointed that the nail department was not also included. But why, I questioned?! The avocado mask could easily be applied to hands or feet, and this would make it easier to retail to mani and pedi guests. Including the nail service providers into the equation of monthly specials, add-ons and prize incentives brings about team energy resulting in higher revenue.

Even including the word facial in the service provides intrigue. An anti-aging hand facial or superior hydrating foot facial get guests excited, asking questions and booking services. A steamer can even be used along with other basic essentials of a facial service.



Offer heated booties to your clients in the winter.

2. Winterize Feet

Approach this like a tune-up for the feet during those cold winter months when some clients like to go without their pedicure services. Our bottom line coupled with a commitment to delivering well-being to guests will benefit from year-round booked services. Offer peppermint tea or hot cocoa with a chocolate mud mask and heated booties.

Alert clients of these services during their spring and summer visits and offer a discount for pre-booking throughout the winter months. This can also be used during the summer months for a cool down on the toes. We usually associate pedicures with heat (luxurious warm foot bath/hot towels, etc.), but to provide relief for tired, hot summer feet think of minty, cooling products and cold wrapped towels for a summer cool down. Both are great for marketing.

3. Pre-Treatment Relaxation for the Feet

This is great for petite spas that may not have jacuzzi, pool or heat amenities. An offering by the front desk to book a full pedicure service or an express service to allow guests to completely unwind and relax before their massage is the best and easiest way to market mani and pedi services. Or try offering a 15 minute service that includes a foot soak, exfoliation and acupressure foot and leg massage. This introduces guests to the pedicure room while giving the nail service provider a chance to build a rapport with them. All the while, you are getting the guest in the right relaxation space for their massage. The ultimate aspiration by providing relaxation prior to their service is to have guests book full hand or foot services in the future, or in many cases, the guest will book a same day polish change.

4. Branded Nail Tools

Customized giveaways branded with your company logo and contact information delivers real delight when given away to each guest. Shop around for low price tag items such as disposable nail files or buffers that can be personalized with your spa's name. For the small cost, these personal touches pack a large response. Take-homes create a wow experience that the client remembers. As a basic manicure implement, a nail file will get used,



Promote express foot services before other treatments.

and having your calling card on it will have them remembering you for months to come. That is priceless.

5 Bottle Service

This is a topnotch service for destination and petite spas alike. Gino Trunzo, a self-proclaimed beauty progressionist and VP of business development for Redken & Pureology, curated bottle service. This is a service where a full bottle of polish is included with each manicure or pedicure service for the guest to take home. "The wholesale cost is absorbed into the service and helps in loss of inventory," says Trunzo. Adding, "When a guest receives their entire (only used once on them) bottle of polish, they become a guest for life and tell all their friends." Bottle service is being used at The Spa at The Breakers, MGM Grand Spa and the airport XpresSpas in multiple cities.

Trunzo reports "Spas enjoy it because they no longer have loss in half used bottles of polish, etc." Once you have a feel for your clientele or know color trends, having a full color collection or up to 12 color palettes will suffice for this type of service. I know the 12 to 20 colors that will make everyone happy.

Trunzo is also a big proponent and implementer of "service to retail bundles." Trunzo exclaims, "It is the wave of the future for salons/spas." Service to retail bundles is where you bundle the products (and cost) used in a particular service all for the clients to take with them for home use. "Including the cost of a mini bottle of cuticle oil, top coat or foot pumice within the service for the guest to take home with them is true service. These details and take homes are the details that make guests return for life."



Allow the guest to take home the polish used in their nail service.

INCREASE YOUR NAIL REVENUE



Build a relationship with local professionals by offering on-site mini nail services.

6 Office Parties

A community outreach of local business offices is a great way to introduce services by bringing relaxation to their workstation. It often works in two ways. First, your spa can offer polish changes and mini acupressure hand and arm massages right at their desk by sending a nail tech over one day a month for a few hours to get those locals interested in mani and pedi services. Second, it builds a relationship with those offices, who will tell other business people traveling and visiting your city about your spa services.

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Participate in local fundraisers to build your business and give back to the community.

7 Cross-promote

This is where community outreach truly works.

■ Cross-promoting with local hotels, businesses and boutiques is a great way to boost business while building relations within your local community. Fundraisers and other ways to give back almost always give a return ten-fold along with putting your business and services in front of potential clients. Through networking with other businesses for local charitable activities and community events, you truly make the most out of your contributions. Another proven opportunity is partnering with local hotels that do not offer spa amenities or services. Offering a tour of the spa and complimentary service (or complimentary add-on for paid service with a local's

discount) to the manager or lead concierge has proven quite fruitful in my career. Once they receive that wow experience of your services and offerings, they will more easily, readily and willingly refer their guests to your spa. Most often they are delighted and almost feel obligated to share their experience of your offerings to their guests. They are the first person travelers see when checking into your city. When trained properly, a concierge always has their fingers on the pulse of their city. It's in your spa's best interest to have those fingers (and toes) done by your service providers.

Consult With Nail Technicians

There is a great deal of revenue to be had with nail services, but

your nail team has to be part of the equation. Consult with this team when offering a new service or bringing in a new product. It is in the best interest of the spa to extend the experience offered in other segments of the spa into the nail room. ✂



Naja Rickette, a.k.a. the Naja, is a celebrity manicurist with 14 years of experience in the industry. She is a former spa owner and is an international educator. She is recognized for her role in reality TV show *LA Hair*. Rickette is a nail artist often tapped for photo shoots, magazine spreads, music videos, fashion shows and advertisements. najazone@gmail.com