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Adding up to the future

From medical spas to hair salons, the big beauty trend is, well, bigger. Add-ons and spin-offs make more of every service; consumer lifestyles guide the newest options.

By Victoria Wurdinger

New beauty news at the recent Spa & Resort/Medical Spa Expo held in New York: more is more.

At each level of the business, the approach is to offer more measurable results, more service, more benefits, all with stronger branding.

The science of beauty branding is in itself adapting to changing consumers and their shifting preferences. Today's consumers are smarter and older—more diverse, green-minded and wellness-conscious—than any generation before. They're also more in control, which points to time-sensitive approaches like mobile marketing as future must-dos.

As always, good business flows from fulfilling needs. Today, the average adult relates to those with a similar lifestyle much

more than they do to those in the same demographic group. You don't have to change everything in your salon to meet the needs of women aged 20 to 60 who are health-conscious and beauty-savvy.

Whatever you do, personalization and customization are musts for every client who walks in the door. As for what's new, here are the trends seen at the show that you'll want to adapt to your brand and customize for individuals.

5. Sun Smarts

Unlike most countries, the U.S. rates sunscreens solely on the level of UVB protection, yet UVA rays are the major cause of premature aging and are strongly linked to melanoma. The FDA is currently considering adopting an internationally recognized rating system for UVA protection, but passage of a new monograph is uncertain. It was a hot topic among physicians at the show.

Dr. Karl Gruber, a surgical pathologist and

co-founder of LUCA, the first sunscreen to tout maximum UVA and UVB protection says, "I've seen women in their 20s and 30s with skin cancers, which was unheard of a decade ago. Part of the reason is the shift to active lifestyles. Sunscreen is as important in winter as it is in summer."

Physicians say no beauty regimen should be without sun-protection products. In fact, stocking them might allow you to tap another trend—simplified regimens.