



# Winter-Weather Feet Treats

By Linda Childers and Teresa Hale

When it's cold outside, promotional pedicures warm clients and get them off to a smooth start for the holiday season.

The rush for beach-ready pedicures may be over, but your spa doesn't have to suffer the winter blues. Chilly temperatures take a toll on feet, so now is a good time to capitalize on winterizing services.

When the weather outside is frightful, treat clients to products and protocols that restore ravaged skin. Whether intensely moisturizing, Eastern-inspired or seasonally scented, the following promotions put the spring in clients' steps.

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### Down to Earth

During the frenetic holiday season, you can help clients stay grounded while simultaneously lifting their spirits with CND's ([www.cnd.com](http://www.cnd.com)) Raw Earth Spa Pedicure. The line is made with volcanic clay, earth-derived nutrients and essential oils. It stirs the senses with heady blends of grapefruit, lavender, peppermint, orange flower, ginger, patchouli and clove bud.

Start the pedicure with Raw Earth Clean, a fizzing bath that cleanses and deodorizes with antiseptic oils. After the soak, massage Raw Earth Buff onto the feet and calves. This raw-sugar scrub "warms the skin, and alpha hydroxy acids provide triple-action exfoliation," says Roxanne Valinoti, education ambassador for CND.

Next is the clay Masque, which delivers vitamins A, E and B<sub>5</sub>, minerals and moisturizing agents into the skin. The finishing touch is the



Raw Earth Massage. This hydrating lotion has a satiny slip, and contains a ceramide complex and smithsonite stone extracts that protect against environmental stress.

**Promo suggestion:** The Raw Earth collection comes in a mini-tote. Suggest it as a stocking stuffer, "Secret Santa" present or special gift for travelers, party hosts and co-workers.

### Sweet Escape

Women look forward to showing off their open-toe and sling-back shoes during the festive party

season. Help get their feet ready with a holiday-themed pedicure. You could do tried-and-true peppermint, but how about something a bit sweeter?

Promote Cuccio Naturalé's ([www.cuccio.com](http://www.cuccio.com)) Milk & Honey products as a foot treatment called Santa's Milk and Cookies. Honey extract is appealing because it's a natural humectant, which enhances moisturizing abilities, says Arica Carpenter, director of marketing and public relations for Cuccio.

The company's Signature Service Kit contains everything you need to perform a pedicure. Here's how: 1) Bathe the client's feet in a soak made with the Milk & Honey Pedicure Fizz Tablets or Aqua Leaves, 2) gently scrub lower legs and feet with the Sea Salts, 3) brush on the Deep Dermal Transforming Wrap, and swaddle the areas with clear plastic and heated towels, and 4) work the



Body Butter Blend into skin.

These lightly scented Milk & Honey products create an aromatherapy experience that's enhanced by misting towels with the complementary Scentual Spa Elixir.

**Serving suggestion:** Put out a plate of cookies ... for Santa and the client.

### **Buttered Up**

The Warm Buttered Fingers and Toes package

from Spa Blends Botanicals ([www.spablends.com](http://www.spablends.com)) is designed to melt away dull, distressed winter skin. “The products use natural ingredients, and are free of parabens and artificial colors,” says Mary Lynn Peters, a customer care specialist with the company.

As its name suggests, Warm Buttered Fingers and Toes is tantalizing as a mani or pedi. The latter requires only a few steps and products. First, soak the client’s feet in a warm bath made effervescent by a Spa Blends Fizzie. Then, buff dead skin into oblivion with the Milk & Honey Butter Scrub. Apply a generous coat of Milk & Honey Body Butter to feet, and snuggle them into heated booties. After removing the booties, use leftover product to perform a foot massage.

This promotion could easily be offered as a paraffin add-on. Slather the client’s extremities with the Body Butter, dip them into the warm wax, and



cover with plastic bags for about five minutes.

**Serving suggestion:** Pour nonalcoholic hot buttered rum for guests to sip as they’re being pampered.

### **Merry Berry**

Come Thanksgiving, cranberries make a strong appearance and stay throughout the holidays. Their seasonal appeal and the fact that they’re chock-full of antioxidants make them highly suited for a spa promotion. Keyano Aromatics ([www.keyano.com](http://www.keyano.com)) Cranberry Pedicure is one way to give guests a healthy taste and whiff of winter’s popular fruit.

“The cranberry enzymes remove dead surface

skin and break down calluses,” says Bill Comiskey, founder of Keyano Aromatics. To set the stage for this service, burn a cranberry-scented candle, incense or oil, and offer the client a choice of chilled cranberry punch or steaming cranberry cider.

This pedicure includes a foot soak in Keyano’s Cranberry Mineral Bath, and a mask made with the Pedi Peel and Massage Oil—an exfoliating and hydrating combo. “Wrap feet in warm, moist towels or plastic, allowing the mask to penetrate for several minutes,” Comiskey says. Use this downtime to massage the client’s hands and arms with Cranberry Butter Cream.

**Promo suggestion:** Your client comments that she’s enjoying every minute at the spa and isn’t looking forward to holiday shopping. Offer to arrange a basket filled with cranberry takeaways, so she can cross someone’s name off her gift list.



### **An Eastern Solution**

The Jade & Ginseng Foot Treatment from Chi Herbal Formulas ([www.chiformulas.com](http://www.chiformulas.com)) is designed to repair and rebalance weather-beaten feet. It “combines jade powder with herbs that stimulate acupuncture points,” says MyHanh Tran, the company’s office manager. “It opens the body’s meridian system, which increases circulation and chi.”

More than a dozen products make up the Jade

## Bring Back Summer

When a person is chilled to the bone, picturing a balmy locale can help physically warm him. This concept of visualization is in line with Nancy Huguet's approach to promoting winter pedicures, which is to go tropical.

Huguet is owner of Escape Medical Spa ([www.escapemedicalspaandsalon.com](http://www.escapemedicalspaandsalon.com)). It's located in Green Bay, Wisconsin, where below-freezing temperatures are commonplace for at least a few months. That's when her clients come in to warm up and chill out with a Coconut



Mango Pedicure. "We indulge their senses with summery scents. It's out of the ordinary for that time of year, which makes it special," she says. "Clients can imagine they're on a tropical island without leaving home."

She keeps an assortment of citrus and botanical-scented scrubs, lotions and essential oils on hand, so clients can customize the pedicure. "They can mix and match ingredients and fragrances to make the treatments their own," she adds.

Huguet offers a few more pointers that have helped her boost business during the slow pedi season:

- Use every opportunity to inform people about winter foot treatments and specials. Provide as much information as possible about the products, ingredients, steps and benefits, as well as discounts and retail items. Do this on your website, in-store promotional literature and mailings. Make sure that everyone on staff can quickly and effectively answer questions about the winter treatments.
- Combine promotions. Consider offering a free pedi with the purchase of a certain number of treatments, 10% off a pedi when combined with a manicure, or a free travel-size footcare kit with the purchase of a foot treatment.
- You might also spread the message to local companies that hold holiday events, host an open house at your spa, or give a discount coupon to clients who book a winter foot treatment. If your spa is located in or near a shopping center, consider offering a "holiday shoppers pedi."

& Ginseng line; a handful are used in the foot treatment. Kick it off with the Hand & Foot Soak, and then cleanse the client's feet with the Hand & Foot Scrub. After rinsing them in the remaining soak water, apply Massage Cream with the Jade Roller.

Next, heat the Jade Warming Stones, place them in the pockets of the Warming Booties and cover the client's feet. Afterward, massage their toasty soles and toes with the Soothing Treatment. Finally, spritz with the Energizing Foot Spray.

**Serving suggestion:** Offer ginseng tea during the

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foot soak.

### **Make 'Em Melt**

The Three Wise Men made myrrh famous, so it mainly gets attention around Christmas. But even when

'tis the season, this healthful tree sap rarely makes its way into a spa promotion. You can change that by turning myrrh-based mud into a rejuvenating foot treatment that

says “holiday” in a unique way.

The Angelica and Myrrh Therapeutic Mud Wrap from Issimo International ([www.issimointernational.com](http://www.issimointernational.com)) contains the natural ingredients in its name, along with more than 13 unprocessed minerals. “They purify, hydrate and replenish skin with vital nutrients. The micronized loofah restores smoothness,” says Eduardo Moreira, the company’s public relations director. Made for face and body, the mud lends itself perfectly to a pedicure.

Issimo believes that spa services should be customized for clients, even when it comes to candles, which, in this case, add more than ambiance. While getting acquainted with the client, ask her to choose which Issimo Veladora candle she’d like to have burning during the service. The 100%-soy candles are available in scents ranging from romantic to seductive, and oceanic to citrus. Light one before getting started.

Polish the skin with a Dead Sea Salt Exfoliant (try the calming Eucalyptus and Peppermint). Apply the Mud Wrap, and follow with Hydrating Cream.

**Bonus:** At the conclusion of the treatment, there should be a pool of melted wax on the candle. Use it to give the client’s feet and legs a fragrant rubdown.

### **Maple Goodness**

People living in snowy parts may crave an especially warm and decadent foot service. The Mirbeau Inn and Spa ([www.mirbeau.com](http://www.mirbeau.com)) in upstate New York knows firsthand how popular, and lucrative, such pedicures can be during blustery months.

It’s common for guests to book appointments at the on-site spa for treatments that soothe muscles that

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ache from skiing and that get them ready for restful sleep. Because ski boots can wreak havoc on feet and ankles, the B. Kamins, Chemist ([www.bkamins.com](http://www.bkamins.com)) Maple

Rejuvenating Foot Treatment is a favorite promotion at this location. It incorporates the company's two-step Elbow, Knee and Foot Kit. Together, the scrub and cream cre-

ate a vitamin-rich paste that abolishes rough patches, calms inflammation, and helps skin attract and trap moisture.

If your spa is in the vicinity of a ski resort, advertise a foot service such as this one as a "warm-up" after a day of hitting the slopes.

**Serving suggestion:** Offer a mug of maple hot chocolate, and mist warm towels with a maple scent to sweeten the experience.

### Plant of Attack

Kneipp's ([www.kneippus.com](http://www.kneippus.com)) spa recipes please clients who prefer naturopathic remedies. Its products are full of herbs and plant essences that work in tandem to renew overworked, worn-out feet. Mary Leber points out the star ingredients in the Healthy Feet Pedi-Kur: "Calendula heals wounds, including cracks and calluses; rosemary stimulates circulation; almond conditions dry skin; and grape seed fights free radicals," says the CEO of Beauty Prophet, a Kneipp distributor.

To prepare the towels, soak them in warm water and a few drops of the Herbal Bath (try the Melissa). Then, place the client's feet in a bath containing the Calendula-Rosemary Awakening Vitality Foot Bath Crystals. Next, slough the skin with Grape Seed Body Scrub, and wipe with the herb-infused towels. When performing the massage, use Kneipp's Foot Butter or Balm, or a combination of the Almond Blossom Dry Skin Lotion and Body Oil.

**Bonus:** The Pedi-Kur is completed with the Calendula-Rosemary Awakening Vitality Foot Spray.

### Freedom of Feet

Feet suffering from winter woes are not only dry; they're drab. Help them regain a healthy glow with the new Foot Polishing system from

## Just the mention of aloe and lavender has an instant calming effect on clients.

Set-N-Me-Free Aloe Vera Products ([www.set-n-me-free.com](http://www.set-n-me-free.com)).

The polishing can be done all over the body or on certain areas, such as the feet, that require extra

attention. The result is skin that's exfoliated and hydrated, which is essential to restoring radiance, says Jan Heinrich, managing director. "Because it's quick and easy to do,

it's an ideal complement to other spa treatments," she adds. Besides, just the mention of aloe and lavender has an instant calming effect on clients.

Get out the slow cooker, heat up a few ounces of Set-N-Me-Free's Natural Aloe Liquid, and drop in the scrub cloth. Use the Aloe Lavender Spa Bath to create a foot soak, and apply a bit of it directly to callused areas before immersing feet into water. Afterward, spritz with Aloe Misting Spray to prep for buffing.

Mix the Foot & Callus Rub and Aloe Comfrey Gel into a cream, apply a thick layer to the client's feet and calves, and wrap with plastic. Following the wrap, polish skin in a back-and-forth motion with the scrub cloth. Add Cuticle Aid and dabs of the Foot & Callus Rub.

**Promo suggestion:** Give the guest a take-home gift that ties into the treatment, such as a Set-N-Me-Free Aloe Stic. The purse-size, vitamin-rich balm heals dry lips, cold sores, cracked feet and itchy bug bites.

### How Swedish It Is

The name alone might give Nordic Care ([www.nordiccare.com](http://www.nordiccare.com)) a leg up when it comes to winter foot care, the thought being that those who know cold weather best understand how to treat its ill effects. So, offering a promo that includes these products might bode well for business this season.

The line is created from nature "using exclusive blends of sea salts, curative marine-based botanicals, and Scandinavian extracts that revitalize and protect feet," says Tami deVries, account manager for Nordic Care. Zinc adds to the healing properties, antiseptic eucalyptus cools and relieves itching, and lactic acid gently exfoliates while

“This treatment promotes cell renewal, and helps ease muscular pain, tendonitis and arthritis.”

binding water to skin.

The company's Hydrating Scandinavian Foot Treatment promises optimal moisture and cell turnover. The Herbal Soak contains lactic

acid that “loosens cuticles, making it easier to push and clip them,” deVries says. “If cuticles are still resistant, the soak can be applied directly to them and left on for a

few seconds.” The aromatic lavender-eucalyptus Sea Salt Scrub warms as it dissolves dead skin. Copper in the Mineral Mask acts as an anti-inflammatory, and algae stimulates tissue growth.

**Bonus:** Nordic Care products are safe for diabetics.

### From the Depths

Mineral-rich mud can deliver and lock in the moisture and nutrients that parched, desert-like skin desires. To the rescue comes Biotone's three-step Winter Spa Foot Treatment. It includes a Marine Therapy Pedi-Scrub and a Pedi-Balm, along with a European Rose Body Mud.

Among the list of ingredients in the Marine Therapy products are African shea butter, sea kelp and algae extracts, aloe vera, litsea, lavender and peppermint. The hydrating mud is made with sun-dried rose, active seaweed and organic silts from France.

“It's naturally rich in sulfur and other trace elements that have medically proven benefits,” says Laura Hardy, Biotone's marketing manager. “This treatment promotes cell renewal, and helps ease muscular pain, tendonitis and arthritis.”

People's moods run the gamut during the holidays—one day, they need to be calmed and the next, they need to be energized. Biotone's Aromatherapy Balancing Blends can come in handy, since they're intended to promote well-being. Pick the blend best suited to your client, and incorporate it into the foot massage. You can choose from five blends, including Revive, Hope and the apropos Peace.

**Serving suggestion:** Offer hot tea made with rose petals. ●

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