

DERMASCOPE

The Encyclopedia of Aesthetics

January 2008

Lava Shells

Hot stone massage always carries a premium price tag, but the extra money and time spent don't always add up for the client. That's because heating stones requires waiting and that means lost massage time—both time setting-up and "touch time" while rotating stones - as much as 15 minutes in a 50 minute session.

Spa Revolutions has introduced an alternative with their new Lava Shells™ for massage. Genuine seashells from the South Pacific heat up internally for up to an hour with a patented combination of all natural minerals and water. With just one or two shells, therapists can deliver continuous heat and never lose client contact while giving a great massage.

"It all comes down to touch," says Dan Young, inventor of Lava Shells. "The cardinal rule in massage is 'Never lose contact with the client.'" Unfortunately, in a hot stone treatment, therapists lose contact with their clients every few minutes while fishing another stone out of the heating appliance. Massage therapists consistently express frustration in giving hot stone treatments due to the constant switching of stones and the sanitation challenge of oil, skin cells, and dirt lodged in the porous stones.

Due to its non-electric mineral heat and portability, Lava Shells are versatile massage tools that can be used anywhere and added to any treatment. Across the board, Spa Directors say self-heating Lava Shells are the most innovative massage product and an inspiration to spas looking to keep their menus fresh and exciting.

Client Care

Aesthetics International Association's Official Publication

The Premier Spa Business Resource

DAYS SPA®

March 2008 dayspamagazine.com \$5.00

SPRING STYLE
Fun, Flirty Fashion
Page 134

SERVING WINE
How to Play
By the Rules

Swapping Stones for Shells

It's unfair to say that hot-stone massages are passé, but they're no longer all the rage. In some spas, **shells are replacing stones as the hottest massage option.**

Hot-stone massages can carry a premium price tag, and often clients don't get every minute of their money's worth. The process of heating several stones, arranging them on a client's body and rotating them can result in as much as 15 minutes lost within a 50-minute massage.

Some product manufacturers are touting shells as a timesaving solution. **Spa Revolutions**, for instance, recently introduced **LavaShells**. These seashells from the South Pacific are heated by sachets filled with LavaGel, a patented blend of natural ingredients, including algae, kelp and saltwater. LavaShells reach 120 to 125 degrees F and give off continuous, consistent heat for up to an hour. And, only one or two are needed to perform a massage.

"The temperature of LavaShells is more consistent and predictable, plus they feel smoother on the skin. They're also much easier than stones to set up and clean up," says Tanya Illustrisimo, spa director at the Estrelia Spa at the Viceroy Palm Springs Hotel in Palm Springs, California.

During hot-stone massages, therapists remove their hands from a client's skin several times to grab more stones from the heating appliance. "It all comes down to touch," says Dan Young, LavaShells inventor. "The cardinal rule in massage is to never lose contact with the client."

For more information, visit sparevolutions.com.



BOOKS

Spa, Travel

Swapping Stones for Shells



It's unfair to say that hot-stone massages are passé, but they're no longer all the rage. In some spas, **shells are replacing stones as the hottest massage option.**

Hot-stone massages can carry a premium price tag, and often clients don't get every minute of their money's worth. The process of heating several stones, arranging them on a client's body and rotating them can result in as much as 15 minutes lost within a 50-minute massage.

Some product manufacturers are touting shells as a timesaving solution. **Spa Revolutions**, for instance, recently introduced **LavaShells**. These seashells from the South Pacific are heated by sachets filled with LavaGel, a patented blend of natural ingredients, including algae, kelp and saltwater. LavaShells reach 120 to 125 degrees F and give off continuous, consistent heat for up to an hour. And, only one or two are needed to perform a massage.

"The temperature of LavaShells is more consistent and predictable, plus they feel smoother on the skin. They're also much easier than stones to set up and clean up," says Tanya Illustrisimo, spa director at the Estrelia Spa at the Viceroy Palm Springs Hotel in Palm Springs, California.

During hot-stone massages, therapists remove their hands from a client's skin several times to grab more stones from the heating appliance. "It all comes down to touch," says Dan Young, LavaShells inventor. "The cardinal rule in massage is to never lose contact with the client."

For more information, visit sparevolutions.com.

Waiting and Watching

The waiting game can be a frustrating one for clients. It's not just the wait for a massage, but the wait for a massage that's worth the wait. The concept of "waiting and watching" is a new one in the spa industry. It's about the client's experience while they wait for their massage. It's about the therapist's experience while they wait for their client. It's about the business's experience while they wait for their revenue.

There are many ways to improve the waiting and watching experience. One way is to offer a complimentary service while the client waits. Another way is to offer a complimentary drink. A third way is to offer a complimentary massage. These are all ways to improve the waiting and watching experience. They are all ways to improve the client's experience. They are all ways to improve the business's experience. They are all ways to improve the revenue.

THE LAVA SHELL MASSAGE TECHNIQUE

Therapy from the Sea

by Phyllis Hanlon

Nature provides massage therapists with a variety of practice aids, from essential oils to hot stones. Now therapists have a new natural tool that delivers heated massage, courtesy of the sea.

When massage therapist Lucia Burns introduced Lava Shell massage to her Orlando, Florida, practice, regular client Jeanette Bigney was eager to try it. Having been a massage client for 10 years, Bigney had experienced a number of different massage modalities.

"The warmth helped me relax," she said of her Lava Shell session. "Just seeing the shells makes you envision the ocean, something you don't normally do with massage."

Lava Shells were created by Dan Young, a



career inventor with more than 55 patents to his credit. The idea of using shells for massage began to germinate when Young's 9-year-old daughter received a gift basket containing a tiger-striped clamshell. In the Philippines, Young had watched islanders discard these beautiful shells after scooping reef from them. His inventive mind saw the makings of a natural massage tool.

"They're the right size to fit comfortably in the therapist's hand [and] they polish down to a perfectly smooth surface ideal for working on

the skin," Young explained. "They're extremely durable and beautiful," and since they are nonporous, they are easy to clean and sanitize, he added.

The shells are hand-selected for size and structural integrity, and then sanded down so no rough or jagged edges remain. They then undergo a bonding process

Preparing the Lava Shell for use is simple, requiring only the shell, its cap and Lava Charge.

whereby a flexible, industrial epoxy designed to expand as the shell heats and contract as it cools is applied to the edges of the shell, sealing them together. Finally, a hole is drilled into the top so the Lava Charge—a gel mix and salt-water solution—can be inserted.

To provide a thermal source, Young combined ingredients, including natural minerals, black lava, algae and dried sea kelp, to create the patented, self-heating Lava Gel. When this mixture is combined with a salt-water

solution, the result is controlled heat.

Lava Shells are the newest addition to Spa Revolutions' line of PerfectSense spa products. Melina Mao, vice president of marketing and business development for Inspired Sciences, the marketing company under which Spa Revolutions was founded, said preparing the Lava Shell for use is "a simple process, requiring only the shell and cap and a Lava Charge." The therapist removes the cap from the shell, places the charge packet inside, flattening it against the bottom, and then adds the salt-water solution.

Once these steps are completed, the therapist sets the shell aside to allow the gel mixture to absorb the water and the shell to heat for five minutes.

Cleanup involves discarding the used charge packet, rinsing the shell with soap and water, sanitizing it with rubbing alcohol or an antiseptic and setting it in a display or drying rack.

Thermal abilities

Mao pointed out the shells do not necessarily replace hot stones, but can be used as an alternative for heated

stones and, if needed, microwave or towel caddy.

Tanya Ilustrissimo, spa director for Estrella Spa at the Viceroy Palm Springs Hotel in Palm Springs, California, participated in the Lava Shells' pre-launch product testing last summer. In the process of creating a protocol for the spa, she focused on developing a technique whereby the heat from the shell relaxed muscles, after which a therapist massaged the area.

Since the shells generate their own heat, they are very portable and do not require a microwave or towel caddy.



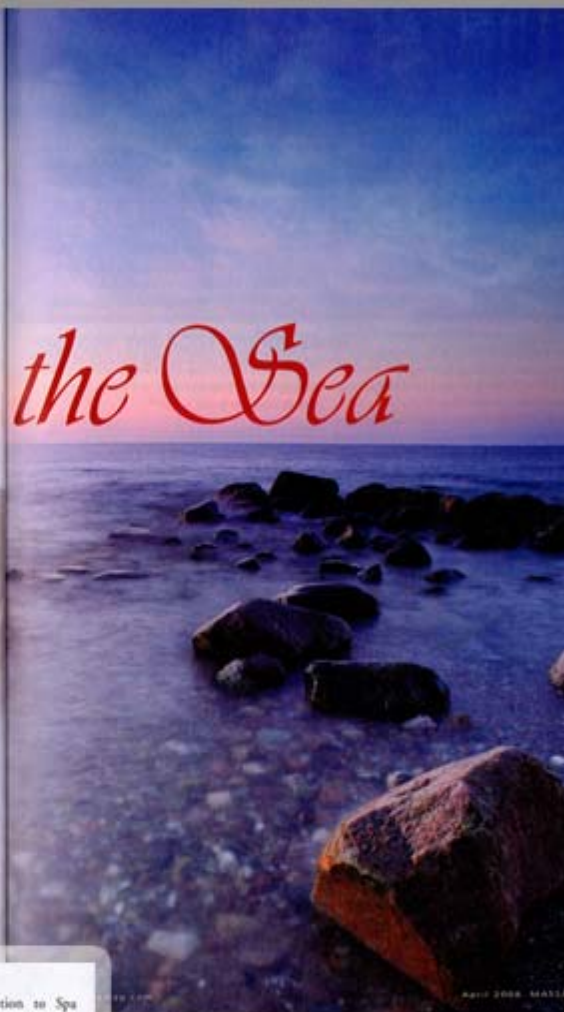
allowing the therapist to maximize client contact by 50 percent.

"With Lava Shells you can control the heat," Mao said. "When they are still, the heat subsides. When they are moving, [the movement] adds more heat."

Since the shells generate their own heat, it's not necessary to have a large supply available—and because the shells retain heat without any electrical or supplemental source, they are quite portable and do not require a microwave or towel caddy.

Guests at the Estrella Spa have given their stamp of approval to this new tool. "A lot of people like to have couples' hot-stone [and now, Lava Shell] massage in their room," Ilustrissimo said. "Guests love it, and therapists are excited about it." Poolside massage with the shells is also quite popular at Estrella.

While clients enjoy the benefits of Lava Shell massage, therapists also express satisfaction with the product. And, according to Mao, the shells provide a versatile and simple



exploring today's touch therapies

SPECIAL BUSINESS ISSUE!

MASSAGE

ISSUE 144 • MAY 2008

www.massagemag.com

READERS SHARE
SUCCESS STRATEGIES p.64

WHY YOU NEED A
HOSTED **WEB SITE** p.58

PLAN FOR A HEALTHY
RETIREMENT p.74

M • Product Focus

PERFECTSENSE PROFESSIONAL BY SPA REVOLUTIONS

Lava Shells

Lava Shells are Tiger-Striped Clam shells from the Pacific that use natural, self-heating energy to heat for more than an hour. This self-heating massage tool allows for portability and versatility. It takes only seconds to prepare and clean. It can be used in any treatment or service.

- Self-heating: no electricity or equipment required
- Can be used in any treatment and is completely portable
- All-natural ingredients
- Real shells recycled from food waste and molded into a useable tool
- Various blends for different treatments
- Retail kits available for added revenue

Lava Shells cost \$248.30 for the opening order. Contact PerfectSense Professional by Spa Revolutions, (760) 480-7586 or www.SpaRev.com



and single-use cream oils.

- Certified organic
- Nanoemulsifying, purified oils
- Moisturizes without leaving sticky oils
- Handmade

Lavender Glycerine Oil-based Body Polish costs \$4 for 2 ounces. Available in 4 ounces or 16 for 16 ounces. Contact PerfectSense Professional, (760) 480-7586 or www.perfectsense.com

collagen from the sea.

- Aims to reduce the appearance of fine lines and wrinkles

Collagen 3000 Facial Mask costs \$225. Contact PerfectSense Professional, (760) 480-7586 or www.perfectsense.com

NATURAL WELLNESS ONLINE
For all your wellness needs, visit www.naturalwellnessonline.com

The perfect bath is one that provides penetrating heat capable of relieving pain and stiffness. This treatment is optimal for chronic softening.

PERFECTSENSE PROFESSIONAL BY SPA REVOLUTIONS
Lava Shells

Lava Shells are Tiger-Striped Clam shells from the Pacific that use natural, self-heating energy to heat for more than an hour. This self-heating massage tool allows for portability and versatility. It takes only seconds to prepare and clean. It can be used in any treatment or service.

- Self-heating: no electricity or equipment required
- Can be used in any treatment and is completely portable
- All-natural ingredients
- Real shells recycled from food waste and molded into a useable tool
- Various blends for different treatments
- Retail kits available for added revenue

Lava Shells cost \$248.30 for the opening order. Contact PerfectSense Professional by Spa Revolutions, (760) 480-7586 or www.SpaRev.com



ESSENCE
Collagen 3000 Facial Mask

This facial mask helps improve and maximize skin health by eliminating impurities, tightening and evening skin texture and helping prevent aging.

from arthritis, bursitis, muscle spasms and chronic joint inflammation. It can be used at home or in a clinical setting.

- Provides penetrating heat capable of relieving stiffness and pain
- Can be used for clients with arthritis and bursitis
- Can also be used with clients suffering from muscle spasms and chronic joint inflammation
- Low-profile design allows for easy access for hands, elbows or feet
- Includes paraffin bath and 6 pounds of untreated wax

For contact information and a complete list of client products and spa treatment supplies, visit www.naturalwellnessonline.com

www.naturalwellnessonline.com

MAY 2008 MASSAGE MAGAZINE 101

RESEARCH: Massage Reduces Blood Pressure and Heart Rate p.104

JUNE 2008

THE SPA PROFESSIONAL'S CHOICE

american spa

www.americanspamag.com

ALFRESCO
APPEAL

THE SPA AT RANCHO BERNARDO INN (CA)

lava shell therapy

Spa-goers at **The Tides Spa at Zihuatanejo** (Mexico) will be pleasantly shell-shocked by the soothing provided by Lava Shell Therapy (\$150, 60 minutes), a new signature massage treatment that is making its debut at the picturesque beachside resort and will be available at many of the spas in the Tides portfolio. The treatment uses self-heating tiger clam shells from Spa Revolutions that generate heat through contact with gels derived from sea kelp, Dead Sea salts, and natural minerals that retain heat for up to an hour. The session begins with an application of a calming aromatic essential oil created exclusively for The Tides by Osea, which is blended from basil, Bulgarian lavender, geranium, grapefruit, and jasmine. Then, holding a heated shell in the palm of each hand, the therapist applies traditional Swedish massage strokes along the entire body, followed by a massage with the hands. It's deep sea-inspired soothing with a twist. For Osea products: (888) FOR-OSEA; www.oseaskin.com. For Spa Revolutions products: (888) 827-4683; www.sparevolutions.com.—J.K.

les nouvelles esthétique & Spa

AMERICAN EDITION

LNE & Spa—the magazine for skin care and spa professionals June 2008 \$7.50

Heating up. Lava shells replace hot rocks as the massage of choice at top spas: Self-heating tiger clam shells stay hot longer and give massage therapists more versatility than rocks. Spa goers at The Tides in Zihuatanejo, Guerrero, MX, love this massage and so do those who get the Pedi-Colada at Bliss Spa in New York, NY.

Lava shells replace hot rocks as the massage of choice at top spas.



audience. Publicity creates consumer demand, with product, allows you to charge more for products and services and starts trends. It is important to evaluate the cost of adopting a trend. Some trends may be too expensive. However, with slight modifications they may become affordable.

Here are some trendy treatments to consider adopting for summer 2008:

- **Bikini season problem solvers.** Cellulite Reduction Water Therapy, a new noninvasive treatment offered at The Medical Spa at Nova in Ashburn, VA, uses warm water under pressure to break down fatty deposits and increase blood flow, effectively reducing cellulite. SkinTite procedures use light technology to increase skin firmness. It can be done on any part of the body. Since the treatment is noninvasive, there is minimal downtime to alter the quick procedure; patients can go back to their normal activities.
- **Health is sight.** The mani-pedi cleans up and heats up. J.C. Penney is taking a leap to the forefront of the salon industry by discontinuing the use of conventional paraffin tubs in more than 1,000 salons nationwide in favor of new, single-use Thermasoft units by Salon Revolution.
- **Environmental protection.** With recent news of chemicals in sunscreen causing more damage than the sun, safer alternatives have arrived using UPF fabrics. Wellies UPF Hats are a Malibu beach bag essential.

- **Bounce back before you head out.** Many forget their skin's natural elasticity is also broken down by free radical damage from aging, UVA and UVB rays. While healthy elastin fibers resemble new, springy rubber bands, exposure to the sun causes elastin to degrade, much like the worn fragments of a rubber band left in the elements. Products with the ability to rebuild functional elastin like Retolastin can restore skin's elasticity and firmness.
- **Ocean masks.** Soft this season's most and polished features with Hollywood's blonde and blonde cuts, or go for the French's bobbed lines and darker alternative. Either way get back, topped up for sun with a seasonal hair mask.
- **Heating up.** Lava shells replace hot rocks as the massage of choice at top spas. Self-heating tiger clam shells stay hot longer and give massage therapists more versatility than rocks. Spa goers at The Tides in Zihuatanejo, Guerrero, MX, love this massage and so do those who get the Pedi-Colada at Bliss Spa in New York, NY.
- **Puffiness.** New cleansing products can help you feel less thick and clumpy in a pinch.
- **LED lights for face and feet.** Tansol Professional Skincare Systems, the first Food and Drug Administration cleared, noninvasive, at-home light therapy system is available to patients only by prescription. Tansol uses LED lights to target both acne and aging skin. Its portable design allows patients to enhance in-office treatments between visits and increase results. At the spa, Revitalight's Foot Spa uses amber light therapy to treat feet's aches and pains.

Being trend savvy is important. However, before adopting a trend, you must be sure whether it is consistent with your brand, you can afford it, it will do well in your market and your vendor will support your efforts. If you do not immediately know whether the trend is consistent with your brand, either your brand statement isn't strong enough or you need more information. ■

Nancy Trent is the owner and founder of Trent & Company, Inc., a global marketing communications firm that specializes in healthy lifestyles. She can be reached at 212.966.0024 or through e-mail at nancy@trentandcompany.com. You may also visit www.trentandcompany.com.



massage & bodywork

nurturing body, mind & spirit

may/june 2008

Massage + Spa

new products

Hot Lava Shells

Created from tiger clam shells, PerfectSense Professional's Lava Shells are self-heating through a combination of natural ingredients mixed with a special Lava Activator pouch. When brought together, a skin-safe mineral reaction raises the shell's temperature to 120–125°F. The shells are able to sustain this heat for about 50 minutes. Each shell sells for \$19.95 at 888-827-4683 or www.sparevolutions.com and comes with four self-heating sachets.



THE CINCINNATI ENQUIRER

CINCINNATI.COM

SUNDAY, JUNE 15, 2008

SPLURGE

Couple's getaway focuses on health

Summer is the perfect time for couples to take time out for their relationship and for themselves.

From July 11-17, the Tides Riviera Maya in Playa Xcalacoco, Mexico, will offer "The Art of Re-Connecting: A Couple's Retreat" for those looking for a romantic, relaxing and healthful vacation. This package was created for guests to improve their minds, bodies and spirits while re-connecting with the one they love.

Each day provides an energized schedule of yoga, meditation, hiking and spa treatments. Additionally, each evening the retreat will hold special activities such as a Temazcal sweat lodge ceremony and stargazing meditations.

Highlights include:

- Six nights of accommodations in a luxury villa.
- Five healthful meals daily prepared in

chef Cupertino Ortiz's "Yucatecan" cuisine style.

- Guided power walks and meditation sessions.
- One-hour, daily spa treatments at the Maya Spa. Treatments include a fertility ritual performed with seeds or the spa's signature Lava Shell Therapy utilizing self-heating shells.

- 60-minute yoga instruction each day, led by Arielle Newman, a 20-year registered Yoga Alliance teacher.

- Sensorama Labyrinth: This activity is designed to awaken all the senses. With eyes closed, participants will smell, feel, listen to and taste a variety of new sensations.

Total price is \$7,460 per couple, excluding tax and gratuities. For reservations contact 888-230-7330 or visit thetidesresorts.com.

The Tides is an adults-only resort; children under 16 are not permitted.

Enquirer wire services



The retreat package includes six nights in a luxury villa, with a plunge pool.



Provided photos

Couples enjoy a variety of spa treatments, such as massage and heated shell therapy.

FASHION

FROM THE PUBLISHERS OF TEXAS MONTHLY



BY KRISTIE RAMIREZ

IN THIS ISSUE: Though the mercury is still rising, I'm already in full fall mode, picking and choosing my must-haves for the season.

CURRENT/ELLIOTT

On the top of my list is the new denim line Current/Elliott, sold exclusively at [Barneys New York](#) this month and set to roll out to more stores this fall. The Bush/1975 style, with its high waist, snap-front pockets, and supersoft fabric, feels right with ladylike blouses and platforms for the coming months.

MIKE AND CHRIS

One more piece that I can't wait to get my hands on is [Mike and Chris's](#) Alastair lambskin jacket with zip-out sleeves. Wear it sleeveless from now until the temp changes; then zip in the arms to provide more coverage and warmth. It's set to arrive in stores in September.

SHADY BRADY

If you simply can't begin to think about what fall has to offer, and the lake is where you're spending those last summer days, why not shield the sun's rays with something that is purely Texan: a cowboy hat. Jessica Simpson is a fan of Shady Brady's raffia vented fancy straw hat. We, however, don't think it's too fancy to wear with your swimsuit. \$89.95 at Pinto Ranch, Dallas and Houston, and [pintoranch.com](#).

BLISS SPA

Never got to the beach for that weekend getaway? It's not too late to feel completely sybaritic with the new Pedi Colada treatment (\$70) at [Bliss Spa](#) in the W Dallas-Victory hotel. Sit back and relax during this sixty-minute mega-indulgent pedicure during which your paws are soaked in pineapple-infused coconut milk, shredded coconut scrub sloughs away dry skin, and your calves are rubbed down with smooth warmed seashells. Did we mention the virgin pina colada you're served?



Purely Texan:
SHADY BRADY'S
raffia cowboy
hat.



High-waist,
snap-fronts from
CURRENT/ELLIOTT



Sybaritic
sea shell
scrub at
BLISS SPA



Lambskin
luxe looks at
MIKE AND CHRIS



THE HETERO-FRIENDLY GAY TRAVEL MAGAZINE

PASSPORT



LAVA SHELLS

Take the exotic spa experience home with **Lava Shells** from **PerfectSense Massage**. Lava Shells are used in spas to deliver a massage similar to a hot stone treatment, but the smooth, hand-sized, natural tiger clam shells from the South Pacific make more sense and can be used anywhere, even without plug-in heaters. The heat radiates from within from a unique, all-natural chemical reaction. A small packet of "lava gel" is inserted into the shell, then a simple saltwater activator is added and the shell is closed. Within five minutes, the entire shell is perfectly heated and the heat keeps on self-generating for up to 80 minutes. Great for sore muscles. \$19.95. www.lavashells.com

special effects

great stuff for the
consummate
traveler

WEIGHING IN

With recurring charges for bags exceeding weight restrictions, every airline counts when packing. It's easy enough to step on the bathroom scale before you leave home to make sure your luggage is below the limit. But how about on the road, when you're equipped with no clothes, and some weight from the world's curvy? The easy-to-pack **Balances Travel Luggage Scale** helps you know exactly how much you are carrying in. Small enough to take with you, with a digital screen to provide a line, the strong strap loops around your suitcase handle. It's ready to use for the bag, just a click, and the screen—the scale calibration, the load. The scale that weighs only two pounds and can measure weights up to 100 lbs—just don't pack that much! \$29.95. www.balances.com



LAVA SHELLS

Take the exotic spa experience home with **Lava Shells** from **PerfectSense Massage**. Lava Shells are used in spas to deliver a massage similar to a hot stone treatment, but the smooth, hand-sized, natural tiger clam shells from the South Pacific make more sense and can be used anywhere, even without plug-in heaters. The heat radiates from within from a unique, all-natural chemical reaction. A small packet of "lava gel" is inserted into the shell, then a simple saltwater activator is added and the shell is closed. Within five minutes, the entire shell is perfectly heated and the heat keeps on self-generating for up to 80 minutes. Great for sore muscles. \$19.95. www.lavashells.com

TUCSON

EXPLORING TAORMINA

THE COCKTAIL WORLD CUP

INSIDER'S GUIDE TO SAN DIEGO

ONAL

AS!

OCTOBER 2008
USA \$4.95 CANADA \$4.95



healthy
choices
for
balanced
living

Healing *lifestyles & spas*

embrace
change...
transform
your *life*

The Ultimate

LAVA SHELL MASSAGE

You never know when inspiration will strike. For Dan Young, it happened in the Philippines, when he spotted a group of locals eating Tiger Clams, deep-sea clams with spectacular coral-and-white-hued shells. "After people had eaten the meat of the clam, they'd toss those beautiful shells aside," says Young. "It seemed a shame there wasn't another use for them." As the founder of *Spa Revolutions*, an innovator in spa products and services, he asked, "Why not use them as massage tools?" And so the Lava Shell Massage was born.

Lava Shell Massage is similar to that of hot stone massage in that both shells and stones are polished smooth, heated, and used as massage implements. Rather than heated in water, however, the shells are gently warmed with "Lava Gel" made with volcanic lava powder as well as kelp, sea salt, and both purified and salt waters. The gel is self-heating through natural mineral energy, so no electricity is needed. Lava Shell Massage was adopted as the signature treatment for the Tides Hotel Group, a collection of chic, by-the-shore destination resorts, which include locations in Mexico's Riviera Maya and Zihuatanejo. For more information visit www.sparevolutions.com or www.korhotelgroup.com

Katherine Stewart



ip for
thier,
mate
nship

Give Your
Face a Lift,
Naturally

Island Escapes