ON TOPIC | IN THE MIX

MAIN SQUEEZE

Discover why when life hands you spa lemons (and other citrus-based products), you should turn them into fun and invigorating offerings for your clients. **BY NICOLE ALTAVILLA**

ANY WAY YOU SLICE IT, CITRUS IS THE PERFECT INGREDIENT TO BRIGHTEN your clients' skin and also their mood, which is why so many spas are adding citrus-based treatments and products to their menus. "Citrus fruits not only have a fresh, uplifting, and energizing aroma, they also represent freshness, which is part of the appeal," says Shannon Esau, director of sales and education at Rhonda Allison Cosmeceuticals. "Beyond that, they really deliver some amazing benefits to the skin." ●

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Citrus is a sweet treat for the senses. The scent and taste help to invigorate the mind, body, and soul, and when applied to the skin in the form of products and treatments, citrus boasts anti-aging and skin-saving benefits, such as brightening the skin, tightening the pores, and increasing radiance. "Citrus fruits are popular because these fruits are not only full of free-radical-neutralizing vitamin C but also for decades have been used in skincare products, because they offer effective and immediate benefits such as glowing, toned skin and brightening in case of hyperpigmentation," says Szilvia

by a moisturizing mask to tone, tighten, and give skin an extra dose of free-radical-fighting vitamin C, resulting in a glowing, brighter complexion."

Vitamin C (ascorbic acid) really is the key to the many benefits citrus provides the skin. Citrus not only adds a refreshing fragrance to formulations and treatments but it also helps to fight free radicals, repairs and rejuvenates the skin, maintains skin's elasticity, helps with wound healing, builds connective tissue, provides antibacterial and antioxidant support, boosts collagen production, encourages cell turnover,

the natural exfoliation they provide from alpha hydroxyl," says Heidi Ackerman, vice president of marketing at Epicuren Discovery. "You also can't beat the fresh and inviting scent of citrus oils."

In addition, the pith and rind of citrus fruits contain a beneficial vitamin—vitamin P, or bioflavonoids, according to Brian Goodwin, international trainer at Eminence Organic Skin Care. "Vitamin P protects capillary strength while allowing the body to absorb and better utilize vitamin C," he says. "Citrus fruits also have astringent properties, due to their *continued on page 30*

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