

SPAS MAY SELL TO THEIR CLIENTS



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When we Say "Jojoba", What Do We Mean?

If your business is not making money selling the products you use, then you need to look at what you're doing. The retail side of spa and salon businesses, which we define broadly to include holistic practitioners of massage and aromatherapy as well as spas, day spas and retreats, should be a significant revenue center in its own right, an indispensable contributor to the bottom line of the enterprise.

Jojoba seeds



THE PRODUCTS THEY USE DURING TREATMENTS

Unlike most store-front businesses, spas, retreats and holistic practitioners are in the enviable position of being able to sell to their clients, the products they use during treatments.

Much is made of the exclusivity of such products ("not available in stores"). "Exclusivity" means the product's perceived value - or touted value - is not tainted by general availability. "Exclusivity" means a premium can be charged because the product is - or is advertised as being - available through professional service companies, only.

If your client can take the product home, then doesn't that detract from the perceived value of your professional treatments? That could be the case for common formulations with up-scale packaging, but it is definitely not the case for rare or difficult to find products, which are of proven efficacy. The key, as discussed further in this article, is to differentiate spa treatments and professional modalities from home use by your client.

Pure Jojoba (pronounced hohoba, something a grumpy Santa Claus would say) falls into the category of products that both professionals and clients can appreciate and use.

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WHEN WE SAY "JOJOBA", WHAT DO WE MEAN?

Before we proceed, we must define "jojoba". It's a jungle out there, and not all jojoba products are created equal. You find bottles of jojoba labeled "cold pressed", "refined", "expeller pressed", "jojoba oil", and "unrefined". What do these different labels mean? What is the quality of the product inside the container?

The word "jojoba" is a noun; it refers both to the plant and to the extract of the seed, which the female jojoba plant produces.

We use the word "extract" advisedly.

One often sees "jojoba" used in conjunction with the word "oil". While it is a superior lubricant (and much, much more), jojoba is not oil. This fact does not dissuade most purveyors of jojoba and/or jojoba products from calling it "oil". We believe such labels miss the point. Jojoba is unique and should not be grouped, or confused, with oils. Pure jojoba does not contain triglycerides, which are susceptible to oxidation. Sweet almond, avocado, safflower, sunflower, grapeseed, cranberry, and other nut or seed oils contain triglycerides and turn rancid. Jojoba is not triglyceride oil and does not turn rancid. Likewise, jojoba is non-allergenic, non-comedogenic, and does not stain. All who call



PURE JOJOBA FALLS INTO THE CATEGORY OF PRODUCTS

jojoba "oil" would be alarmed and upset were one to group it with "mineral oil", a derivative of hydrocarbons.

In fact, jojoba is a liquid wax ester. The Madison Avenue crowd and the processors and manufacturers who talk about "jojoba oil" both misappreciate the product and misinform their public.

When considering a purchase of jojoba, you need to remember the terms expeller pressed, solvent extracted, unrefined, blended, and refined. It's also important to know about "first press jojoba meal" and "second press jojoba meal".

"Expeller pressed" and "solvent extracted" refer to the processes by which jojoba is obtained.

EXPPELLER PRESSED

An expeller press is the machine into which jojoba seed is introduced. Out of one end of the expeller comes first press jojoba; out of the other end comes first press jojoba meal. "Expelling" is a physical process and should not entail chemical pre-treatments of any nature. After the expelling, the first, or "virgin" press jojoba is pasteurized and filtered. The amber-golden liquid thus obtained is called unrefined jojoba. "Unrefined" means nothing has been done to compromise the natural and pure integrity of the first press jojoba.

The first press meal is immediately run through a second expeller press, operated in tandem with the first expeller press. The second press jojoba, obtained from the first press meal, is typically refined. Refining is necessary because the second press jojoba does not compare in quality to the jojoba extracted from the seed, itself. Second press jojoba is dark in color and has a strong odor. It does not penetrate as readily into the skin. It is not a product, which is merchantable to retail markets. Consequently, second press jojoba is refined, in order to make it suitable for manufacturers and others.

REFINED JOJOBA

The refining process varies; it is dependent upon the requirements of the processor's customers. The general intent is to produce a product conforming to specifications, which meet the exacting demands of cosmetics and personal care manufacturers. During refining, second press jojoba is typically deodorized, de-gummed, neutralized, de-colored, and stabilized, usually with synthetic tocopherols (forms of vitamin E) and nitrogen. (During refining the natural alpha, delta and gamma tocopherols present in jojoba seed and consequently in first and second press jojoba may be destroyed.) The focus of the refiner is to obtain a colorless and odorless product, which combines well with cosmetic ingredients, or, which can be used to produce derivatives.

BLENDED JOJOBA

Second press jojoba and refined jojoba may be blended and then de-odorized. The refined jojoba lightens the second press jojoba; de-odorizing makes the blend more palatable to the olfactory experience. If you are purchasing golden jojoba, it is very important to ask whether the jojoba you are purchasing is a blend, or is unrefined. Your supplier should know the answer.

SOLVENT EXTRACTOR

The last part of the jojoba puzzle concerns solvent extraction. Second press meal is "washed" in a solvent, typically hexane. The "washing" is then subjected to very high temperatures, the objective being to evaporate away the solvent so only the solvent extracted jojoba remains. Solvent extracted jojoba may be blended with second press jojoba to lighten the second press product. It is also used in industrial applications and, as in the case of refined jojoba, to produce jojoba derivatives.

A NOTE ABOUT "COLD PRESSED" JOJOBA

You often see bottles of pure jojoba with "cold pressed" on the label. Purchasers are led to believe



THAT PROFESSIONALS & CLIENTS APPRECIATE & USE

no heat was produced during processing. In fact, heat cannot be avoided during processing. The jojoba seed, itself, is quite hard. Pressing does require pressure, which produces friction, which produces heat. If a bottle of golden jojoba is labeled "cold pressed", read "expeller pressed", instead, provided you're certain the contents of the bottle do not contain a blend of refined and second press product.

OUR BIAS

We make no pretenses about our own bias here. In our view, unrefined expeller pressed jojoba is the only jojoba variant, which should be used on human skin. It is the purest form of the product, guaranteed, when pressed properly, to deliver the natural goodness of the seed.

When we discuss "jojoba" in this article, we are referring to unrefined, virgin, expeller pressed jojoba, only.

SO, WHAT ABOUT RETAILING?

Retail concerns, which carry jojoba and which engage in aesthetic and/or therapeutic practices, turn their retail "shelf" up to two times per month. The reasons for this success may not be so obvious to the uninitiated:

1. Jojoba is efficacious, safe, and versatile.

A liquid wax ester akin to the ester found in human sebum, jojoba conditions and softens skin, leaving it feeling silky and smooth. The product is non-allergenic, non-comedogenic, and non-staining, and jojoba does not oxidize (turn rancid). Professionals use jojoba for facial and full body massage; to remove make-up; with mask ingredients to promote their absorption into the skin; to soothe the skin after hair removal procedures; and to condition cuticles, skin and hair. Because jojoba is a fixative, it is the best carrier of essential oils available.

2. Jojoba is relatively rare.

Total acres farmed in the United States do not exceed 5,000. Farmers sell most of their annual production of jojoba seed to processors and, ultimately, it ends up with manufacturers of personal care products as refined or blended jojoba. Relatively small quantities of jojoba are available through health stores, though the quality varies and covers the gamut from unrefined to refined to blended. Discerning retail customers are often disappointed by inconsistent qualities. Jojoba is also farmed in Israel and Argentina. Most of the production from those countries is exported to Europe and Asia. Retail businesses, which carry



PERSONALIZE YOUR CLIENT EXPERIENCE

jojoba and insist on consistent quality, do well with the product because the client perceives its value and appreciates its relative scarcity.

3. *Pure jojoba has intrinsic qualities which appeal to the client.*

Client's like jojoba's non-occlusive, non-greasy feeling. They feel comfortable dressing after appointments, secure in their knowledge that their clothing will not become stained. They appreciate jojoba's purity at a time when, increasingly, people are developing sensitivities to formulated products. They like jojoba's versatility and economy. It can be used for hair, skin, and scalp. And they appreciate that jojoba permits therapeutic professionals, through use of aromatic essential oils, to personalize offered services.

4. *Jojoba is stable; it does not turn rancid.*

Special mention must be made of jojoba's stability. The importance of this characteristic of pure jojoba cannot be emphasized enough. Jojoba's stability means you don't have to worry about obsolete inventory. This is particularly important to spas and resorts located in warmer climes.

Refrigeration is not required. Jojoba has an indefinite shelf life and will not turn rancid. If you're blending essential oils with jojoba, their shelf lives will be extended because of jojoba's stability.

Massage therapists who practice hot stone massage love jojoba because they can re-heat it many times and not worry about the product breaking down. (Triglyceride oils, such as sweet almond, when heated and re-heated will break down, causing unpleasant odors in clothing and linens.)

5. *Jojoba contains Vitamin E.*

Jojoba seeds contain alpha, delta, and gamma tocopherols, all types of Vitamin E, an anti-oxidant, which end up in pure, unrefined jojoba after the pressing. The benefits of Vitamin E to skin, scalp, and hair are well-known and need not be addressed here.

HOW IS JOJOBA SOLD?

EDUCATION

Education, education, education. This means educating yourself and, if you manage a spa or resort, educating your employees. It also means ensuring your employees educate one another. Finally, and most importantly, it means everyone educating your clients. The messages must be simple, easily understood, consistent and absolutely accurate. If questions cannot be answered, then lack of knowledge must be immediately admitted and steps taken to obtain the requested information.

The more information you can provide to your clients and staff, the more credibility you will establish – and the more repeat business you will attract. The best client is an educated client.

Needless to say, your jojoba supplier should know the answers. If the supplier cannot provide complete information, then find another supplier. Cross check facts obtained. There is still a lot of misinformation out there. For example, we still hear from people who say they've heard jojoba prevents or even eliminates baldness. (There is no evidence

supporting such claims).

One final note about education. Formulated products can contain long lists of ingredients and additives which only professional chemists are equipped to understand. The simplicity and beauty of using pure products is easier dissemination of knowledge. You don't need a background in chemistry to explain the ingredients of a pure, unblended, unformulated product.

ADOPT AN INTER-DISCIPLINARY ATTITUDE

In recent years, personal care providers have been recognizing the synergy (and revenue multipliers) inherent in a cross-disciplinary approach. If you offer massage (whether body, scalp and/or facial) you may consider enhancing the experience with aroma therapy. Or, you may consider adding a variety of massage modalities, including hot stone

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COMBINE ESSENTIAL OILS WITH JOJOBA

massage, cranial sacral procedures, reflexology and reiki. Be conservative. It is self-defeating to try to be everything to everybody. Select modalities you know about and focus on them.

Don't "sell" them to clients who don't need them. As with the modality, so with the product used to support it. When used as a massage lubricant for body, face or scalp, the qualities of jojoba, discussed above, must be pointed out and explained.

It is often useful to perform the "drop test" on the back of a hand or lower arm to reassure your client that the product is not oily or greasy and is non-allergenic. Aroma therapy, when used appropriately and with the full knowledge and consent of your client, enhances and enriches the treatment experience. Full knowledge and consent are essential. Ask your client's permission; do not assume anything about their willingness to accept aroma therapeutic treatments you may have performed on others.

As with jojoba suppliers, so with purveyors of essential oils. You need to know the qualities of the essential oils you are blending. It is advisable to focus on creating a basic inventory of essentials, one which permits flexibility and avoids stocking items, which do not move. And your supplier of essential oils should be capable of educating you as to their uses and dosages. Alternatively, you could take on the services of an aroma therapy consultant. Avoid consultants who represent an aroma therapy line; gravitate toward those who make their living as educators and advisers to businesses.

Personalizing your services is enhanced when aroma therapeutic principles are applied. Clients appreciate being treated as individuals. And, of course, jojoba fits right in; it is the best carrier or base for essential oils. A fixative, jojoba takes on the odor of the essential blended with it. (Major perfumers use jojoba as a base for their scents.) Jojoba is non-allergenic. Jojoba goes into the dermal layers, delivering the blended essentials. Jojoba is miscible with human sebum, a factor, which further enhances the effects of essential blends introduced

into the skin. If the practitioner does not believe completely and unreservedly in the product(s) he or she is using, an unambiguous message will not be conveyed to the client. Do not use products your employees, partners or co-workers cannot wholeheartedly endorse. Ambivalence is counter-productive and does not clear the air. Being non-committal sends the wrong signals and does nothing to encourage return visits or create confidence in products being used.

Expect to see repeat sales as educated clients, who have experienced the product at the hands of professionals, incorporate it into their daily personal care routines for skin, hair and scalp.

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Expect to see spin-off sales of essential oils and even creams and lotions, which are used in conjunction with jojoba and which may even have jojoba as an ingredient. In this regard, we emphasize jojoba's conditioning effects on the skin. Lotions and creams, which are generally water based, moisturize the skin. Jojoba conditions the skin, and its effects are longer lasting. It is important for clients to understand that applying jojoba after bathing or showering, even after moisturizing with lotion, is beneficial for the conditioning it provides.

SUMMARY

Product sales are an important adjunct to your bottom line. Intimate product knowledge is essential to educating customers and staff to ensure repeat sales.

Pure, unrefined, expeller-pressed virgin, golden jojoba is an excellent adjunct to your business. Use it as a skin, scalp and face conditioner; make-up remover, skin soother after hair removal procedures, cuticle conditioner, massage lubricant; and carrier or base for essential oils. Customers experiencing the product will want to take it home with them. They will integrate into their personal care routines. Personalize their experience by showing them how to combine essential oils with the jojoba. ■