

Masked Madness

Turn your basic manicure and pedicure clients into spa treatment regulars with the use of luxurious and relaxing masks.

By Liz Barrett

A few years ago, someone had the genius idea of taking the concept behind facials and adapting it for hands and feet, which meant incorporating masks into nail services. It made perfect sense as a way to bring back a youthful look and feel to these overused extremities. When clients saw the benefits that extended services offered, they were more than willing to pay a higher price.

Today, the idea is still the same: Using masks during manicures and pedicures not only creates another way for you to increase your income, but it's an assured method of revitalizing your clients' skin, enhancing long-term moisture and relaxing the mind and body. The benefits of hand and foot treatments run the gamut, from just plain unwinding to anti-aging, hydrating, softening, warming, cooling and skin-brightening. So with spring upon us—and winter having left its mark by way of dry, chapped skin—the timing couldn't be better to familiarize clients with these super-hydrating treatments.

