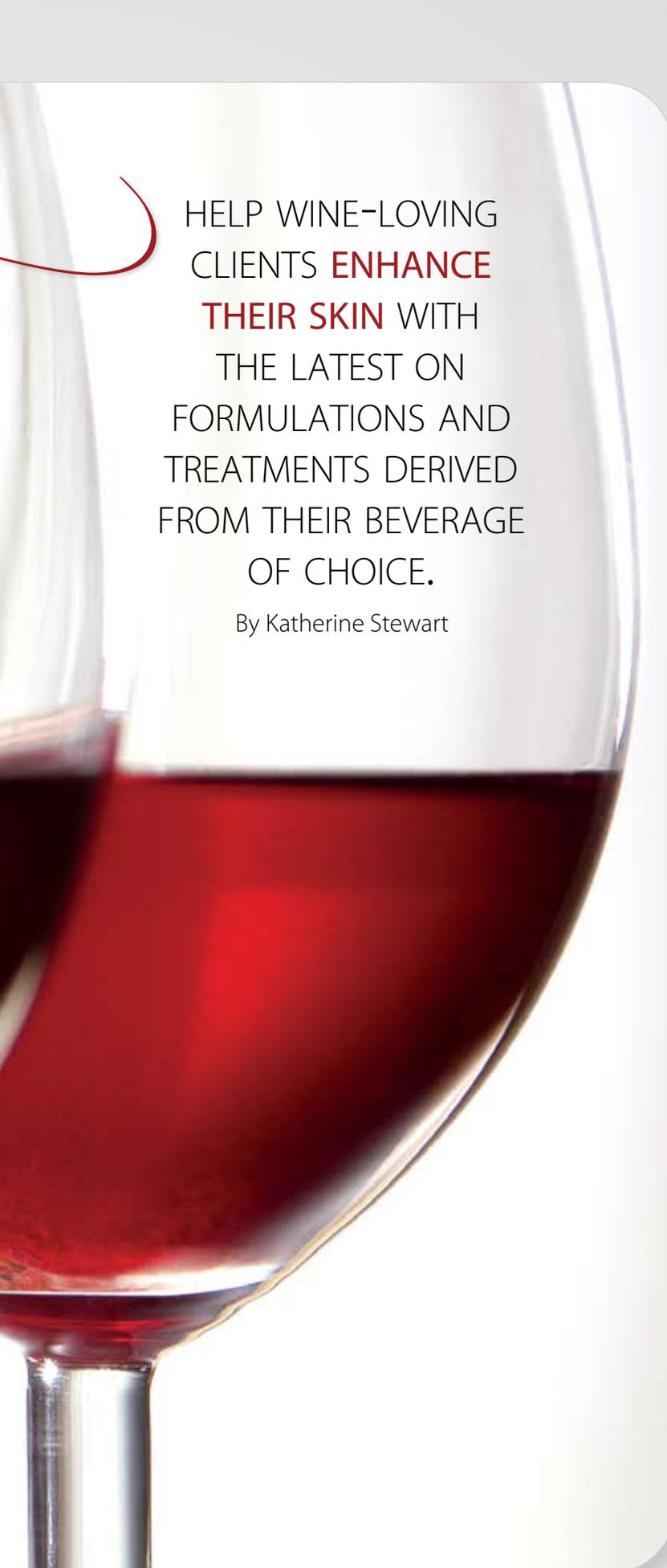


Salut

TO THE SPA



HELP WINE-LOVING
CLIENTS **ENHANCE**
THEIR SKIN WITH
THE LATEST ON
FORMULATIONS AND
TREATMENTS DERIVED
FROM THEIR BEVERAGE
OF CHOICE.

By Katherine Stewart

Sipping a glass of wine as evening falls is one of life's most relaxing rituals. Therefore, the spa world's embrace of vinotherapy—wine- and grape seed-based treatments—comes as no surprise. Associated with leisure, pleasure and a measure of adults-only sophistication, vinotherapy now claims a growing share of space on spa menus. And, a wide range of proven health and beauty benefits is quickly turning the trend into a day spa business staple.

While vinotherapy influences the face of the industry today, the use of wine and grapes in ritual skin and health care dates back to the ancient civilizations of Greece, Rome and the Middle East. They were incorporated into religious ceremonies and celebrated by artisans (and before then, Cleopatra supposedly bathed in the stuff).

Early healers and philosophers recognized that drinking wine was not only pleasurable, but also healthful in moderation, and eventually explored its topical uses. For example, Hippocrates prescribed wine to disinfect wounds and purge fevers. King Louis XIV is believed to have applied grapes as a skin treatment. In fact, folk healers of Europe were credited with having cured epidermal diseases with an ointment made from grapevine sap.

Likewise, modern science has taken up the cause, researching evidence of wine's and grapes' ample healing properties, both internal and topical. Today's wellness-oriented guests consume moderate amounts of wine for their hearts and turn to spas for vinotherapeutic treatments to improve their skin.

"Many clients are drawn to vinotherapy for the sensation of relaxation and escape," says Aleks Vranicic, director of technical training for Yüm Gourmet Skincare (www.yumskincare.com). "There's nostalgia and imagery that people associate with wine and grape products; it makes them think of the countryside, whether of Napa Valley in Northern California, Italy, France or any number of beautiful places. Increasing numbers of clients seek it because they now understand the benefits of grape and winemaking products in skin care."

Read on to learn more about how wine works its topical magic, as well as ways to integrate several sensory ingredients and treatments into your spa's skincare protocols.



Decanting THE FACTS

To better appreciate the current position of vinotherapy, one must travel back to 1993 in Bordeaux, France. When vineyard owners Mathilde and Bertrand Thomas met with Joseph Vercauteren, Ph.D., a professor at the School of Pharmacy at the University of Bordeaux, worlds collided. The professor had recently discovered that the grape seeds discarded at the end of the harvest were rich in polyphenols, which have positive effects on human skin. Startled by this revelation, the Thomases were inspired to launch their first spa, Les Sources de Caudalie (www.sources-caudalie.com), with a novel approach—one based on the pleasures and benefits of wine.

The original facility (there are now several located throughout Europe and the United States), which opened in 1999, is situated among picturesque vineyards. From the onset, spa-goers flocked to enjoy massages with grape seed oil, relax in wine-barrel soaks and slough off dull skin with energizing, grape seed-based scrubs. Then a newly coined term, vinotherapy was a hit with clients. Wine-based skincare product lines and day spa adaptations of the Caudalie therapies soon took flight.

The root of vinotherapy's effectiveness lies in the grapes' vines, according to experts. "Key ingredients include antioxidant-rich grape seed, polyphenols, antiaging and firming resveratrol from the stalks, brightening viniferine from the sap, hydrating vinolevure from the walls of wine yeast, and naturally exfoliating grape acid," Mathilde Thomas says.

A boon to antiaging technology, polyphenols in

[Salut to the Spa]

particular have received considerable recognition in the skincare world. Chemical compounds belonging to a group of substances found in plants, polyphenols include tannins, lignins, resveratrol and flavonoids. Rich in antioxidants, they've also been found to contain similar properties to some anticancer drugs. When applied topically, they act as free radical scavengers, defending the skin, promoting tissue elasticity and ultimately achieving a more youthful appearance.

"Polyphenols are stronger and more effective than vitamin E," Vranicic of Yüm says. "They reduce exposure to environmental stressors that are responsible for wrinkles and skin aging, and can improve circulation by strengthening blood vessels. They also have antibacterial and antiseptic properties."

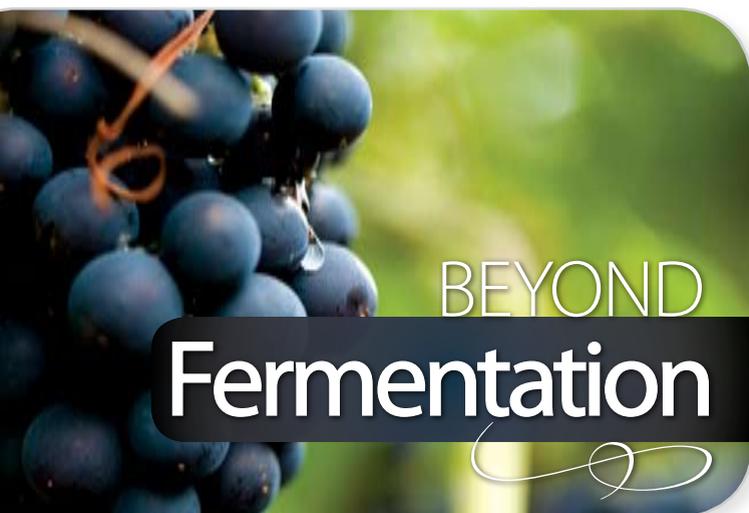
The long-term protective benefits provided by vinotherapy are largely due to resveratrol. "This polyphenol, found in red wine, acts as a powerful anti-inflammatory," says Debbie Fitzpatrick, co-owner and vice president of marketing for Botanical Science Technologies (www.botanicalscience.net). "Combined with the large concentrations of fruit-derived antioxidants, resveratrol forms a shield to ward off free radicals, thereby preventing their harmful interaction with skin."

In addition, growing numbers of skincare manufacturers that emphasize organic and botanical ingredients are introducing vinotherapeutic products to their offerings. Éminence Organic Skin Care (www.eminenceorganics.com) recently began utilizing Tokay, a sweet Hungarian wine rich in antioxidants and nutrients, in its products. Its components are effective in counteracting hyperpigmentation and improving skin texture, according to Boldijarre Koroncay, the company's president and founder.

"Wine is a rich source of biologically active phytochemicals, or chemicals found in plants," Koroncay notes. "Applied topically and given ample time to settle into the skin—as afforded by a mask—compounds in wine will reduce signs of aging and refine the dermis, restoring vitality."

Another prime benefit provided by vinotherapeutic treatments is the repair of sun-damaged skin. In fact, William Comiskey, naturopathic physician and founder of Keyano Aromatics (www.keyano.com), originally began researching his champagne- and wine-based line of products as a treatment for skin cancer. Today, that collection is widely employed in massage, esthetics and pedicure treatments, as well as in therapeutic soaks.

“The grape varietal contains the highest concentration of ellagic, a polyphenol antioxidant that’s proven to have anti-mutagenic properties, slowing the progression of malignant cells,” says Comiskey. “As baby boomers come of age, many spa owners are seeking treatments that can help reverse the cumulative effects of sun exposure.”



Even the byproducts of winemaking, such as grape seed extract and grape seed oil, which are obtained by pressing the seeds of the fruit, contain a variety of powerful, free radical-fighting benefits. Because they provide measurable improvement in skin texture and health, they’re effective ingredients in products designed to bolster clients’ dermis to better withstand the stresses of modern life, according to experts.

“When grapes are growing on the vine, they encounter huge amounts of free radicals during photosynthesis,” Fitzpatrick of Botanical Science Technologies says. “The seeds, as well as the fruit’s pigments, such as carotenoids and flavonoids, contain strong antioxidants to protect the entire plant against this major source of cellular damage.”

Applied to human skin, that former photosynthesis shield serves as a major guard against environmental stressors. “It’s especially crucial to support the skin in urban environments; namely, to counteract the effects of pollutants, exposure to fluorescent indoor lighting and other stressors,” Fitzpatrick adds.

The primary benefit to be reaped from grape seed extract lies in its high concentration of antioxidant

INDULGING WISELY

Spa owners from across the country share how they broaden their facilities’ appeal with vinotherapy-themed services.



DEEP CONDITIONING GRAPE SEED HAIR AND SCALP TREATMENT (45 MIN./\$35)

“Grape seed oil is effective for nourishing the hair shaft and promoting scalp health. This treatment, which helps to regulate oil production, is ideal for guests with challenged, overprocessed, dry hair, or a flaky scalp. After the guest receives a 15-minute scalp massage with grape seed oil, her hair is wrapped in a plastic cap, and she relaxes for about a half hour under a warming lamp. We then rinse out the product. The service imparts immediate luster and shine.”—

Patrice Vinci, owner, Patrice Vinci Salon & Spa (www.patricevinci.com), Boston



CHAMPAGNE TREATMENT (90 MIN./\$130)

“This body and facial service promotes relaxation and rejuvenation. A foaming champagne wrap is applied to the body, so that the naturally occurring antioxidants in champagne can fully absorb into the skin and revitalize it. We apply a similar mask to the face. It also has an invigorating, uplifting scent. Meanwhile, we relax the client with a head and foot massage. We take full advantage of the powers of this leave-on body mask by massaging it into clients’ skin post-wrap to fully allow the treatment to absorb and work its antiaging magic.”—

Roxanne Zbinden, owner, Cielo Spa (www.cielospa.com), Santa Barbara, California



EPI PEEL (60 MIN./\$165)

“This facial treatment contains grape seed oil, as well as kaolin clay, rosemary and spearmint. It cleanses and purifies the skin, removes dead surface cells, refines the pores and eliminates impurities. It also improves the overall texture of the skin by polishing and brightening. This service is great for most skin types, with the exception of those evidencing active acne. While the steam is on, the esthetician applies a quarter-sized amount of product in small, circular motions that exfoliate the skin. The steam is then turned off and the product is left on the skin as a mask for 10 minutes, then removed with warm, moist towels.”—

Tammy Fender, owner, Tammy Fender Holistic Skin Care (www.tammyfender.com), Palm Beach, Florida

proanthocyanidins, according to Jeff Murad, vice president of product development for Murad Skin Care (www.murad.com). In addition to warding off environmental stressors, these antioxidants are capable of keeping clients' skin plumped.

"Proanthocyanidins have been shown to inhibit collagen degradation, supporting healthy elastin levels and protecting the skin from free radical damage," Murad says. "All of this supports healthier, younger looking skin."

Other valuable polyphenols left in the wake of the juice- and winemaking process are anthocyanins. According to Jonathan Selzer, Ph.D., this grape skin-derived flavonoid serves as a powerful anti-inflammatory. "The darker the fruit, the more beneficial it can be when applied to products for sensitive skin," adds the technical director of HerbaSway Spa & Beauty (www.herbaswayspa.com).

Grape seeds are also a valuable addition to nail treatments, according to Arica Carpenter, PR/marketing specialist for Cuccio Naturalé (www.cuccio.com) and Star Nail (www.starnail.com). "The hands are one of the most telling areas when it comes to age," she says. "Applying grape seed oil during manicures does wonders to ward off fine lines and wrinkles in the long run. And utilizing grape seed-based wax prior to a paraffin treatment opens up pores, leaving hands smoother for longer periods of time."



Perhaps because wine is so inherently rife with lore and culture, vinotherapy tends to lend itself to creative themes on spa menus. "Introducing a couple of new products or hosting a staff demonstration about grape seeds'

GRAPE EXPECTATIONS

The following manufacturers supply products that feature wine products, are/or are used in vinotherapy treatments.

- Aveda**, 800.644.4831, www.aveda.com
- B. Kamins, Chemist**, 888.BKAMINS, www.bkamins.com
- Bio Jouvance International**, 800.272.1716, www.biojouvance.com
- Biotone**, 800.445.6457, www.biotone.com
- Botanical Science Technologies**, 972.323.8300, www.botanicalscience.net
- Clarisonic**, 888.5.CLARISONIC, www.clarisonic.com
- Cuccio Naturalé**, 800.762.6245, www.cuccio.com
- Dermastart Prana SpaCeuticals**, 866.589.2949, www.dermastart.com
- Éminence Organic Skin Care**, 888.747.6342, www.eminenceorganics.com
- Environ**, 877.337.6227, www.environ.co.za
- GlyMed Plus**, 801.798.0390, www.glymedplus.com
- Hale Cosmeceuticals**, 800.951.7005, www.halecosmeceuticals.com
- HerbaSway Spa & Beauty**, 800.672.7322, www.herbaswayspa.com
- Murad**, 888.996.8723, www.murad.com
- Performance Brands**, 800.555.8895, www.performancebrands.com
- Pevonia Botanica**, 800.PEVONIA, www.pevonia.com
- Repêchage**, 800.248.7546, www.repechage.com
- Rhonda Allison**, 866.313.SKIN, www.rhondaallison.com
- SkinCare Fundamentals**, 888.388.7546, www.scfstore.com
- Universal Companies**, 800.558.5571, www.universalcompanies.com
- Wilma Schumann**, 800.440.3032, www.wilmaschumann.com



exfoliation advantages could go a long way in terms of differentiating your facility—and appealing to the growing numbers of clients seeking natural therapies," says Koronczay of Éminence. "All it requires is a few simple tweaks, and a dash of personality."

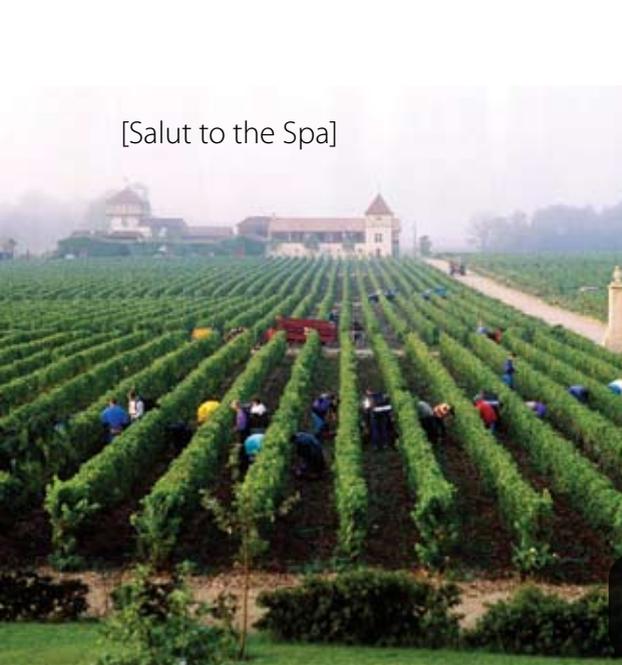
At Just Calm Down Spa (www.justcalmdownspa.com) in New York City, The Grape Gatsby (\$45 min./\$85) pedicure was inspired by F. Scott Fitzgerald's classic novel, as well as fine wine. The treatment begins with a soak in red wine and grape seed oil to dissolve unwanted skin cells, followed by an exfoliation with a grape seed scrub.

"Clients love getting drawn back into the spirit of the Roaring '20s," says owner Tara Oolie. "They jump on the chance to stomp the grapes inside the pedicure bowls, or crush them during the manicure version. Plus, it leaves extremities silky."

Wine regions throughout the world attract visitors who wish to relax after a day of vineyard touring and tasting. Such facilities often modify their offerings with local features, incorporating the region's varietals into their treatments, and perhaps serving a sampling of local wines in their relaxation lounges.

"Our vinotherapy menu was created several years ago to coincide with a growing interest in the local

[Salut to the Spa]



The Caudalie Vinotherapy Spa

Top left: The first spa to offer vinotherapy, Les Sources de Caudalie, is situated upon the estate of the Château Smith Haut Lafitte vineyard in Bordeaux, France. Top right: All Caudalie spas (there are now several located throughout Europe and the United States) feature a relaxation area known as the "Paradox Lounge." Each houses a variety of wines from around the world.

wine industry," says Matthew Dower, spa director at the Mirbeau Inn and Spa (www.mirbeau.com) in Skaneateles, New York, a region known for its flowery rieslings. "It was an ideal way to better incorporate more indigenous ingredients into our service menu. We now offer seasonal treatments and specials to celebrate the fall harvest and crush."

Mirbeau Spa's D'Vine Massage (50 min./\$125-135) is performed with oil containing antioxi-

dant-rich extracts of Mourvedre, a variety of grape found in strong, dark red wines and rosés. The oil is enhanced with aromas of holly, mango, black cherry and cinnamon, creating a feast for the senses. The service then concludes with a pinot noir body polish for the hands and feet, and hot towel compresses for softening and relaxing tired back muscles.

"Guests arrive anticipating treatment from the wine enthusiast's point of view," Dower says. "But

PHOTOS COURTESY LES SOURCES DE CAUDALIE

“CRUSHED GRAPE SEEDS HYDRATE THE DERMIS MORE EFFECTIVELY THAN PURE SALT OR SUGAR SCRUBS, AND ARE RICH IN ANTIOXIDANTS AND VITAMINS.”

they usually leave with a newfound understanding of the health and antiaging benefits that vinotherapy provides.”

In Northern California’s Napa

Valley, facilities such as the Napa Valley Day Spa (www.napavalleydayspa.com) source their services wisely. “A lot of our treatment ingredients come from local vineyards,” says owner

Tanya Wigger. “Clients appreciate that our services reflect and support the local economy.

“But above all, we embrace vinotherapy because it works,” she adds. “For instance, we use grape seeds for exfoliation because our guests love the way their skin feels afterward. Crushed grape seeds hydrate the dermis more effectively than pure salt or sugar scrubs, and are rich in antioxidants and vitamins.”

The Caudalie Vinotherapie Spa (www.caudalie-USA.com/newyork) at the Plaza Hotel in New York City, mixes fresh honey, brown sugar and grape seeds in its Crushed Cabernet Scrub (35 min./\$145). Essential oils are freshly prepared for each client, and warmed before application. The treatment, which stimulates circulation, detoxifies the body and nourishes the skin, has become a spa favorite; since the opening of the original Caudalie facility in Bordeaux 12 years ago, 93,000 Crushed Cabernet Scrubs have been performed.

In addition, guests can relax before and after services in the spa’s Paradox Lounge. The space is named for the so-called “French Paradox,” the observation that the country’s residents have a relatively low incidence of coronary heart disease despite consuming diets relatively rich in saturated fats. In the co-ed lounge, spa guests may sample a variety of red, white and rosé wines from around the world, and nibble on fresh grapes and artisanal cheeses.

That sense of creativity and play is perhaps what makes vinotherapy so attractive in the spa, a center of relaxation, well-being and pleasure. Robert Louis Stevenson said it best: “Wine is bottled poetry”—and every spa could benefit from a few verses. ●

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