

To: REXFORD BRABSON(Rex@t-rexlaw.com)
Subject: U.S. Trademark Application Serial No. 97674905 - SKYN ALCHEMY
Sent: January 30, 2024 10:50:08 PM EST
Sent As: tmng.notices@uspto.gov

Attachments

[4776275](#)
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[screenshot-www-foreo-com-mysa-aloe-vera-in-skincare-skin-benefits-17066680888991](#)
[1. Reg.pdf](#)
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[screenshot-www-joannaczech-com-pages-virtual-consultation-17066711310421](#)
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[screenshot-www-joannaczech-com-collections-joanna-czech-17066712613101](#)
[8. Heaven on Earth.pdf](#)
[screenshot-www-cosmetologistlife-com-selling-retail-in-a-salon-html-17066716856251](#)
[screenshot-salonbizsoftware-com-blog-salon-retail-17066717831961](#)
[screenshot-www-gettimely-com-the-source-growing-your-salons-revenue-mo-money-mo-products-how-to-sell-out-your-salons-products-17066718230471](#)

U.S. Application Serial No. 97674905

Mark: SKYN ALCHEMY

Correspondence Address:

Rexford Brabson
T-Rex Law, P.C.
7040 Avenida Encinas #104-333
Carlsbad CA 92011
United States

Applicant: Skyn Alchemy

Reference/Docket No. N/A

Correspondence Email Address: Rex@t-rexlaw.com

REQUEST FOR RECONSIDERATION AFTER FINAL ACTION DENIED

Issue date: January 30, 2024

Applicant's request for reconsideration is denied. *See* 37 C.F.R. §2.63(b)(3). The trademark examining attorney has carefully reviewed applicant's request and determined the request did not: (1) raise a new issue, (2) resolve all the outstanding issue(s), (3) provide any new or compelling evidence with regard to the outstanding issue(s), or (4) present analysis and arguments that were persuasive or shed new light on the outstanding issue(s). TMEP §§715.03(a)(ii)(B), 715.04(a).

Accordingly, the following requirement(s) and/or refusal(s) made final in the Office action dated October 27, 2023 are **maintained and continued**:

- Section 2(d) Refusal - Likelihood of Confusion

See TMEP §§715.03(a)(ii)(B), 715.04(a).

In addition, the following requirement(s) and/or refusal(s) made final in that Office action are **satisfied**:

- Disclaimer Statement

See TMEP §§715.03(a)(ii)(B), 715.04(a).

Applicant's Further Arguments Against the Section 2(d) Refusal

The applicant again mentions that the marks are dissimilar, putting an emphasis on the argument that the applicant's "SKYN" references "skin" but also the "sky", and that the use of the "Y" creates a visual difference that stands out. These arguments are not persuasive. The examining attorney is not convinced that the spelling "SKYN" would make consumers think of the sky. The applicant merely uses a fanciful spelling of "skin", that consumers will clearly understand, given the applicant offers

beauty services that would specifically include services for one's skin. Further, the "Y" does not really make a striking difference in the overall impression between the marks "SKIN ALCHEMY" and "SKYN ALCHEMY". When consumers would discuss the services they received from the applicant with others, since "SKYN" and "SKIN" are phonetically equivalent, consumers would then believe they come from the same source as the registrant's skin products, as previously shown, entities that offer skin care products also offer skin care services under a single mark.

The applicant reiterates that the goods/services at issue are not similar either, and reiterates that it has excluded the applicant's goods from its services. The applicant further notes that it has specifically excluded the items that the registration includes. However, it cannot be assumed that consumers of the applicant's goods or services will be aware that the identification is "so restricted, and the restriction is not controlling on public perception." *In re Dolce Vita Footwear, Inc.*, 2021 USPQ2d 478, at *13 (citing *In re Aquitaine Wine USA, LLC*, 126 USPQ2d 1181, 1187-88 (TTAB 2018)); TMEP §1209.04. In fact, the examining attorney has attached screenshots from the applicant's website showing various services that are offered by the applicant, which explicitly includes items to moisturize the skin, and one acne treatment the applicant offers includes "benzoyl peroxide", which is a preparation used to treat acne. Thus, the applicant's offering of services does include moisturizers and acne care preparations. Also, these goods and services are commonly offered together, and consumers expect them to be offered together. For instance, the applicant mentions that selling goods can occur online, but the services the applicant offers must be in person. As shown by the attached screenshots from Joanna Czech and Heaven on Earth, beauty salons/spas offer online virtual beauty care consultations, in addition to offering in person services, and offering their own line of beauty products. Further, the attached articles from CosetologistLife.com, SalonBiz, and Timely, all discuss how salons should, and do, sell retail products physically in their salon. As such, the applicant's services and the registrant's goods would, in fact, travel in the same identical channels of trade, such as the over the internet and physically the brick and mortar itself.

Additionally, trademark examining attorney has now attached evidence from the USPTO's XSearch database consisting of a number of third-party marks registered for use in connection with the same or similar goods and/or services as those of both applicant and registrant in this case. This evidence shows that the goods and/or services listed therein, namely the various skin care products offered by the registrant and the skin/beauty services offered by the applicant, are of a kind that may emanate from a single source under a single mark. *See In re I-Coat Co.*, 126 USPQ2d 1730, 1737 (TTAB 2018) (citing *In re Infinity Broad. Corp.*, 60 USPQ2d 1214, 1217-18 (TTAB 2001); *In re Albert Trostel & Sons Co.*, 29 USPQ2d 1783, 1785-86 (TTAB 1993); *In re Mucky Duck Mustard Co.*, 6 USPQ2d 1467, 1470 n.6 (TTAB 1988)); TMEP §1207.01(d)(iii).

Moreover, the applicant argues that the market for "ALCHEMY" is saturated and thus, weak. Prior decisions and actions of other trademark examining attorneys in applications for other marks have little evidentiary value and are not binding upon the USPTO or the Trademark Trial and Appeal Board. TMEP §1207.01(d)(vi); *see In re USA Warriors Ice Hockey Program, Inc.*, 122 USPQ2d 1790, 1793 n.10 (TTAB 2017). Each case is decided on its own facts, and each mark stands on its own merits. *In re Cordua Rests., Inc.*, 823 F.3d 594, 600, 118 USPQ2d 1632, 1635 (Fed. Cir. 2016) (citing *In re Shinnecock Smoke Shop*, 571 F.3d 1171, 1174, 91 USPQ2d 1218, 1221 (Fed. Cir. 2009); *In re Nett Designs, Inc.*, 236 F.3d 1339, 1342, 57 USPQ2d 1564, 1566 (Fed. Cir. 2001)). Also, it is noted that the issue here is that the marks utilize both the wording "skin" and "alchemy" in the same exact order. Thus, even if the applicant were correct to say that "ALCHEMY" is diluted, this fails to show that the use of the wording "SK(I/Y)N ALCHEMY" is diluted. As such, these registrations are not persuasive to the examining attorney.

Also, the applicant references various registrations that have the identical mark, which one being in Class 3, the other being in Class 44, as support that the instant marks should be allowed to co-exist. This argument also is not persuasive on the examining attorney, as stated immediately above, each case is decided on its own facts, and each mark stands on its own merits. Nothing in the instant record provides insight, or actual reasons, as to why in each of those cases cited by the applicant that identical marks were allowed to co-exist. For example: there could be dilution for those particular words in the corresponding classes, or for the particular goods/services; there could be consent agreements whereby the registrant's consented to the registration of the applicant; also, the two marks could be owned by the same entities or under a unity of control. For this last point, the examining attorney points to the SHOBHA registrations the applicant references, as this is one of the examples provided by the examining attorney in the prior Office action. While the owner names are different, the addresses of the owners in both SHOBHA marks are identical to one another - 594 Broadway, Suite 403, New York, NY. Thus, the use of identical marks in different classes, with no other context, fails to be persuasive on the examining attorney in this case.

Overall, with the totality of the evidence, the examining attorney is not persuaded by any of the applicant's arguments that confusion is not likely in this case.

If applicant has already filed an appeal with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

If applicant has not filed an appeal and time remains in the response period for the final Office action, applicant has the remainder of that time to (1) [file another request for reconsideration](#) that complies with and/or overcomes any outstanding final requirement(s) and/or refusal(s), and/or (2) [file a notice of appeal](#) to the Board. TMEP §715.03(a)(ii)(B).

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Kyle Aurand
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Isabelle Franco

Word Mark

ISABELLE FRANCO

IC 003 US 001 004 006 051 050 052

[Argan oil for cosmetic purposes; Bath oils for cosmetic purposes; Body and beauty care cosmetics; Castor oil for cosmetic purposes; Cocoa butter for cosmetic purposes; Coconut oil for cosmetic purposes; Colognes, perfumes and cosmetics; Cosmetic bath salts; Cosmetic body scrubs for the face and body; Cosmetic creams; Cosmetic creams for skin care; Cosmetic hand creams; Cosmetic masks; Cosmetic massage creams; Cosmetic nourishing creams;] Cosmetic oils; [Cosmetic oils for the epidermis; Cosmetic olive oil for the face and body;] Cosmetic preparations for body care; Cosmetic preparations for skin care; [Cosmetic preparations for skin renewal; Cosmetic preparations, namely, firming creams; Cosmetic preparations, namely, firming lotions; Cosmetic preparations, namely, skin balsams; Cosmetics and cosmetic preparations; Cosmetics and make-up; Cosmetics in general, including perfumes; Cosmetics in the form of milks, lotions and emulsions; Essential oils; Essential oils for personal use; Eyebrow cosmetics;] Face oils; [Facial make-up; Facial oils; Gels for cosmetic purposes; Lip stains; Lotions for cosmetic purposes; Lotions for skin, face; Make-up for the face and body; Mask pack for cosmetic purposes;] Moisturizing preparations for the skin; [Moisturizing solutions for the skin; Nutritional oils for cosmetic purposes; Oils for cosmetic purposes; Perfume oils for the manufacture of cosmetic preparations; Plant and herb extracts sold as components of cosmetics; Private label cosmetics; Rose oil for cosmetic purposes; Shea butter for cosmetic purposes; Skin and body topical lotions, creams and oils for cosmetic use; Skin conditioning creams for cosmetic purposes; Skin cream; Skin creams; Skin masks; Skin moisturizer; Skin moisturizer masks; Skin moisturizing gel; Skin soap;] Wrinkle-minimizing cosmetic preparations for topical facial use.

Goods/Services

IC 044 US 100 101

[Beauty salon services; Beauty salons; Beauty spa services, namely, cosmetic body care; Body waxing services; Body waxing services for hair removal in humans; Body waxing services for the human body; Cosmetic body care services in the nature of body wraps;] Cosmetic face care services; [Cosmetic hair removal by means of waxing; Cosmetic laser treatment of removing permanent make up and hair;] Cosmetic skin care services; Cosmetic tattooing

services; [Day spa services, namely, nail care, manicures, pedicures and nail enhancements; Depilatory waxing;] Facial treatment services, namely, cosmetic peels; [Hair color salon services; Hair salon services; Hair salon services for coloring and cutting; Hair salon services, namely, hair cutting, styling, coloring, and hair extension services; Health spa services for health and wellness of the body and spirit;] Health spa services for health and wellness of the body and spirit, namely, providing [massage,] facial and body treatment services, cosmetic body care services; [Health spa services, namely, body wraps, mud treatments, seaweed treatments, hydrotherapy baths, and body scrubs; Health spa services, namely, cosmetic body care services;] Health spa services, namely, laser treatments for acne, rejuvenation, scars, tattoo removal and for facials * ; * [and massage; Health spa services, namely, providing weight loss programs;] Laser skin rejuvenation services; Laser skin tightening services; [Making reservations and bookings for others at beauty salons; Making reservations and bookings for others for physical and beauty treatments at health spas; Online cosmetic skincare consultation services; Oxygen bar services;] Permanent makeup services [; Provide a website featuring information about holistic cosmetic and plastic surgery practice; Salon services, namely, facials, manicures and massages that are provided in a trailer outfitted with chair, table and sink accessories; Skin care salons; Skin tanning service for humans for cosmetic purposes; Skin treatment, namely, the injection of dermal fillers to reduce the appearance of facial fine lines; Skin treatments, namely, the injection of dermal filling agents and neuromuscular blocking agents to reduce the appearance of facial lines and wrinkles].

Register	PRINCIPAL
Serial Number	86453258
Filing Date	2014-11-13T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2015-05-05
Registration Number	4776275
Date Registered	2015-07-21
Owner	(REGISTRANT) Irene Isabel Epstein (INDIVIDUAL; USA); PO Box 4603, Carlsbad, CALIFORNIA 92008, UNITED STATES
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Other Data	The name "ISABELLE FRANCO" does not identify a living individual.

Live Dead Indicator

LIVE

Status

SECTION 8-ACCEPTED

Print: January 30, 2024 9:21 PM

6920324

KRYGINA

cosmetics

Word Mark

KRYGINA COSMETICS

IC 003 US 001 004 006 051 050 052

Perfumery, essential oils, cosmetics, in particular eyeshadow, eyeliner, skin foundation, skin concealers for sport and blemishes, rouge, eyeliner pencils, make-up primers, hair highlighter spray, eyelash fixing gels; body shimmer powders, lip balm, lip scrub, eye makeup primer and varnish thinners being nail polish remover; hair lotions; non-medicated dentifrices; ambers being perfume; aromatic essential oils; air fragrancing preparations; cake flavourings being essential oils; essential oils being flavourings for beverages; breath freshening sprays; balms, other than for medical purposes, for shaving, lips; lip glosses; petroleum jelly for cosmetic purposes; cotton wool for cosmetic purposes; adhesives for cosmetic purposes; scented linen water; Javelle water being bleaching preparations for household use; lavender water; toilet water; depilatory wax; moustache wax; massage gels, other than for medical purposes; heliotropine being a perfume oil; dental bleaching gels; geraniol oil for cosmetic purposes; make-up; deodorants for pets; perfumes; greases for cosmetic purposes; decorative transfers for cosmetic purposes; ionone being perfume; shaving stones being astringents for cosmetic purposes; eyebrow pencils; cosmetic pencils, in particular eyes pencils and lip liners; adhesives for affixing false eyelashes; adhesives for affixing false hair; beard dyes; cosmetic dyes; eyeshadow palettes also sold with a spatula applicator; creams for leather; cosmetic creams; skin whitening creams; incense; hair spray; nail varnish; lotions for cosmetic purposes; after-shave lotions; beauty masks; oils for perfumes and scents; oils for cosmetic purposes, in particular cuticle removing preparations, cuticle oil, cuticle wax oil; oils for toilet purposes, namely, body oils; essential oils of cedarwood; essential oils of lemon; essential oils of citron; oils for cleaning purposes; bergamot oil; gaultheria oil; jasmine oil for personal use; lavender oil; almond oil for cosmetic purposes; rose oil for cosmetic purposes; oil of turpentine for degreasing; almond milk for cosmetic purposes; cleansing milk for toilet purposes; musk being perfumery; non-medicated soap; mint for perfumery; cosmetic kits comprised of lipstick, lip gloss; nail art stickers; false nails; eau de Cologne; extracts of flowers being perfumes; cotton swabs for cosmetic purposes; joss sticks; hydrogen peroxide for cosmetic purposes; breath freshening strips; lipsticks; pomades for cosmetic purposes; shaving preparations; cosmetic preparations for baths; non-medicated toiletry

Goods/Services

preparations; hair waving preparations; cleansers for intimate personal hygiene purposes, non medicated; personal deodorants; leather bleaching preparations; denture polishes; mouthwashes, not for medical purposes; cosmetic preparations for slimming purposes; paint stripping preparations; lacquer-removing preparations; make-up removing preparations; nail care preparations; cleaning preparations, in particular cleaners for cosmetic brushes; preparations for cleaning dentures; aloe vera preparations for cosmetic purposes; sunscreen preparations; make-up powder; false eyelashes; tissues impregnated with cosmetic lotions, in particular matting wipes; safrol being an essential oil; potpourris; bath salts, not for medical purposes; perfumes, namely, fumigation preparations not cosmetic purposes; astringents for cosmetic purposes; eyebrow cosmetics, in particular felt-tip brow pen, eyebrow liners, eyebrow fixing gels, eyebrow mascara, eyebrow shadows; make-up preparations; suntanning preparations, in particular skin bronzers; hair dyes; hair waving preparations, namely, neutralizers for permanent waving; cosmetic preparations for eyelashes, in particular mascara; depilatories; depilatory preparations; cosmetic preparations for skin care; cosmetics; cosmetics for animals; mascara; bleaching preparations for cosmetic purposes; antiperspirants; talcum powder, for toilet use; terpenes being essential oils; henna for cosmetic purposes; shampoos; non-medicated pet shampoo; dry shampoos; soda lye being washing soda for cleaning; ethereal essences; badian essence being essential oils; mint essence being essential oil.

IC 006 US 002 014 012 013 050 023 025

Industrial packaging containers of metal.

IC 008 US 044 028 023

Table cutlery; razors; beard clippers; hair clippers for personal use, electric and non-electric; manicure sets; manicure sets, electric; pedicure sets; nail clippers, electric or non-electric; nail files; nail files, electric; tweezers; hair-removing tweezers; fingernail polishers, electric or non-electric; nail nippers; cuticle tweezers.

IC 016 US 005 002 029 037 038 050 022 023

Paintbrushes; printed instructional and teaching material in the field of makeup application, hair styling, excluding teaching apparatus; plastic materials for packaging, namely, plastic films for packaging, plastic sheets for packaging.

IC 018 US 001 003 002 041 022

Vanity cases, not fitted.

IC 020 US 032 002 013 050 022 025

Mirrors, toilet mirrors being hand-held mirrors; mirrors, namely, silvered glass.

IC 021 US 030 033 002 013 029 050 040 023

Plastic jars for household purposes, namely, cosmetic jars sold empty; combs and sponges for applying makeup; material for brush-making; make-up brushes; glass, unworked or semi-worked, except building glass; glassware, porcelain and earthenware, namely, beverage glassware, earthenware jars, porcelain mugs; make-up removing appliances; powder puffs; sponges, in particular sponges for washing face, facial sponges for applying make-up, abrasive sponges for scrubbing the skin; household containers of precious

metal, namely, make-up jars of precious metal sold empty.

IC 035 US 100 101 102

Advertising services; business management services; business administration services; sales promotion for others, in particular through retail and wholesale store services, mail order catalogs and Internet sites, demonstration of goods; public opinion polling; market research studies; business information; providing commercial information and advice for consumers in the choice of products and services; business investigations; business research; marketing research; layout services for advertising purposes; marketing services; news clipping services; organization of trade fairs for commercial or advertising purposes; shop window dressing; presentation of goods on communication media, for retail purposes, namely, providing television home shopping services in the field of general consumer merchandise; retail store services and wholesale store services for pharmaceutical, veterinary and sanitary preparations and medical supplies; sales promotion for others; distribution of samples; dissemination of advertising matter; direct mail advertising services; online advertising on a computer network.

IC 044 US 100 101

Hygienic and beauty care for human beings and animals; public bath services for hygiene purposes; Turkish bath services; hair implantation; manicuring; massage; hairdressing services; beauty salon services; tattooing; visagists' services; sauna services; solarium services.

Register	PRINCIPAL
Serial Number	79327458
Filing Date	2021-05-25T00:00:00
Original Filing Basis	66a
Current Filing Basis	66a
Publication Date	2022-09-27
Registration Number	6920324
Date Registered	2022-12-13
Owner	(REGISTRANT) Limited liability company KN (LIMITED LIABILITY COMPANY; RUSSIAN FEDERATION); ul. Zelenodolskaya, d. 7, corp. 2, kv. 7, RU-109377 Moscow, RUSSIAN FEDERATION
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Description of Mark	<ul style="list-style-type: none">• The color(s) black and grey is/are claimed as a feature of the mark.• The mark consists of the black stylized wording "KRYGINA" above the grey stylized wording "COSMETICS".
Disclaimer	"COSMETICS"
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Paul Cosmovici

Print: January 30, 2024 9:21 PM

6668950

M ROOM

Word Mark

M ROOM

IC 003 US 001 004 006 051 050 052

Body cleaning and beauty care preparations; perfumery and fragrances; cosmetic kits comprised of non-medicated lipstick, lip gloss, mascara, eye shadow, beard care products, and face masks; cosmetic preparations for body care; non-medicated toiletry preparations; non-medicated cosmetics; greases for cosmetic purposes; scalp treatments being non-medicated scalp treatment cream; skincare cosmetics; cosmetic preparations for the hair and scalp; hair care preparations; bleaching preparations for household use; non-medicated soaps; non-medicated soaps and skin gels; skin conditioners; non-medicated skin care preparations; skincare cosmetics; shampoo; face creams; facial-cleansing preparations; preparations for setting hair; hair styling gel; bleaches for the hair; shaving preparations; toiletries being non-medicated toiletry preparations; cosmetics and cosmetic preparations.

IC 021 US 030 033 002 013 029 040 050 023

Cosmetic and toilet utensils and bathroom articles, namely, hair brushes, toothbrushes, toiletry sponges, shower caddies, beard brushes.

IC 035 US 100 102 101

Administration of the business affairs of franchises; provision of assistance in the establishment of franchises, namely, offering business management assistance in the establishment and operation of salons and barber shops; business assistance relating to the establishment of franchises, namely, offering business management assistance in the establishment and operation of salons and barber shops; provision of assistance in the operation of franchises, namely, offering business management assistance in the establishment and operation of salons and barber shops; assistance in franchised commercial business management; online retail store services featuring cosmetic and beauty products.

IC 044 US 100 101

Hair styling; shampooing of the hair being hair care services; hair treatment being hair care services; advice relating to hair care; services for the care of the hair being hair care services; hair cutting; hair colouring services; depilatory treatment being depilatory hair removal services; services for the care of the skin being skin care salon services; services of a hair and beauty salon; hair salon services for men; beauty care for human beings; advisory services relating to beauty treatment; eyebrow shaping services; barber services; barbershops; services for the care of the scalp being hair care services; manicure and pedicure services; services for the care of the face being skin care

Goods/Services

salon services; providing information about beauty; consultancy services relating to beauty; human hygiene and beauty care; hygienic and beauty care; cosmetic treatment services for the body, face and hair.

Register	PRINCIPAL
Serial Number	79290266
Filing Date	2020-06-25T00:00:00
Original Filing Basis	66a
Current Filing Basis	66a
Publication Date	2021-12-28
Registration Number	6668950
Date Registered	2022-03-15
Owner	(REGISTRANT) M Company Oy (PRIVATE LIMITED COMPANY; FINLAND); Mikonkatu 9, FI-00100 Helsinki, FINLAND
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Cliff Kuehn

Print: January 30, 2024 9:21 PM

5126322

Eleni & Chris

Word Mark

ELENI&CHRIS

IC 003 US 001 004 006 051 050 052

Bleaching preparations for cosmetic purposes; deodorants for human beings or for animals; deodorant soaps; after-shave lotions; hair dyes; hair styling preparations, namely, hair sprays, mousse, gels, wax, oils, creams, lotions and balms; cosmetics and cosmetic preparations; eyebrow cosmetics; cosmetic kits consisting of one or more of the following: hair care preparations, hair styling preparation, hair straightening preparations, hair coloring preparations, hair cleaning preparations, hair relaxing preparations, hair detangling preparations, hair shampoos and conditioners, cosmetics hair dressing preparations, hair dressings for men, hair dressing for women, preparations for setting hair, non-medicated hair restoration lotions, hair fixers, hair gels, hair dyes, hair decolorants, hair creams, hair tonics, hair oils, hair nourishers, hair mousse, hair gels, hair fixers, hair creams, hair lotions, hair shampoo, hair rinse, hair spray, hair dye, hair relaxes, hair texturizers, hair color, hair spray, hair bleach, hair better, hair pomades; cosmetic creams; cosmetic preparations for skin care; lipsticks; lip gloss; lotion for cosmetic purposes; mascara; beauty masks; nail polish; oils for perfumes and scents; perfumes; perfumery; make-up powder; rouge; shampoos; shampoos for pets; make-up preparations; make-up; sun-tanning preparations; sunscreen preparations; soaps; soap bars; dry shampoos; essential oils, skincare and hair care products, namely, non-medicated skin care preparations and non-medicated preparations all for the care of the hair, skin and scalp, non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels, serums, oils, eye gel, foams, mist, and creams for men; preparations for cleaning, tinting, coloring, bleaching, setting and styling of hair; hair waving preparations.

Goods/Services

IC 008 US 044 028 023

Electrical apparatus for hair, namely, crimper, straightening irons, clippers, trimmers, razors, cutters, electric irons for styling hair; electric hair styling irons; electric hair cutters; electrical hair straighteners; electric hair curling irons; hand implements for hair curling, non-electric; hand implements for hair curling, electric; hair clippers, electric and non-electric; manicure sets, electric; nail files; nail files, electric; fingernail polishers, non-electric; scissors.

IC 044 US 100 101

Hairdressing and beauty salon services; consultation services in the field of make-up, namely, on-line makeup consultation services and in-person makeup consultation and application services; hairdressing salons, manicuring, beauty salons, beauty care services.

Register	PRINCIPAL
Serial Number	79182495
Filing Date	2015-11-23T00:00:00
Original Filing Basis	66a
Current Filing Basis	66a
Publication Date	2016-11-08
Registration Number	5126322
Date Registered	2017-01-24
Owner	(REGISTRANT) IC Scandinavia AS (CORPORATION; NORWAY); Sigurdalleen, N-8100 Misvær, , NORWAY
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Stacey R. Halpern

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5536808

peel **LAB**

Word Mark

PEEL LAB

Goods/Services

IC 003 US 001 004 006 051 050 052

Skin and facial care products, namely, non-medicated serums, face creams, moisturizers, eye creams, sunscreen creams, sunscreen preparations, facial creams and beauty gels, eye make-up removers, facial cleansers, facial masks, scrubs, facial emulsions, body creams and body scrubs.

IC 044 US 100 101

Salon and beauty services, namely, cosmetic skin care services and cosmetic body care services.

Register

PRINCIPAL

Serial Number

87448316

Filing Date

2017-05-12T00:00:00

Original Filing Basis

1b

Current Filing Basis

1a

Publication Date

2018-03-13

Registration Number

5536808

Date Registered

2018-08-07

Owner

- (REGISTRANT) Hudson Blvd. Group LLC (LIMITED LIABILITY COMPANY; DELAWARE, USA); 89 Fifth Avenue, Suite 308, New York, NEW YORK 10003, UNITED STATES
- (LAST LISTED OWNER) LPRG-IP, LLC (LIMITED LIABILITY COMPANY; DELAWARE, USA); 20 ACOSTA STREET, STAMFORD, CONNECTICUT 06902, UNITED STATES

Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Code	261101
Description of Mark	<ul style="list-style-type: none">• Color is not claimed as a feature of the mark.• The mark consists of the stylized word "peel" followed by the word "LAB" appearing in a rectangle.
Disclaimer	"PEEL"
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Jessica S. Rutherford

Print: January 30, 2024 9:21 PM

4940693

Mona Venus

Word Mark

MONA VENUS

IC 003 US 001 004 006 051 050 052

Non-medicated skin care preparations, namely, Facial cleansers, skin cleanser, body scrub, facial scrubs, skin cleansing lotion, skin lotion, facial lotions, body lotions, facial moisturizer, beauty masks, skin mask, body mask, creams for cellulite, depilatory creams, skin whitening creams, sun creams, skin cleansing creams, medicated soaps, shaving soaps, skin soaps skin sunscreens, body sunscreens, face sunscreens, skin conditioners, skin clarifiers, skin gels, skin lighteners, skin wrinkle creams, shaving creams, skin gel, skin oil, body oil, anti-aging cleaner, acne cleanser, beauty serums, acne lotions, acne serums, acne gel, skin exfoliants, body exfoliants, foundation make up, lip gloss, lip stick, facial chemical peels, toners, eye serums; hair shampoos, hair serums, hair gel, nail polish, eye lash extensions in the nature of false eyelashes.

Goods/Services

IC 035 US 100 102 101

Retail and online retail store services featuring skin and beauty care products.

IC 044 US 100 101

Beauty spa services, beauty consultation services, cosmetic skin services, application of beauty aids, beauty salon; Hair Salon medical skin care clinics, namely, providing microdermabrasions, chemical peels, body wraps, scalp treatments, hair and body waxing, massage services, foot treatments, hand treatments, eyelash enhancement, microneedling treatments, microcurrent treatments, skin facial treatment services, body scrub services, make up application, nail treatments, hair care treatments.

Register

PRINCIPAL

Serial Number

86699564

Filing Date

2015-07-21T00:00:00

Original Filing Basis

1a

Current Filing Basis

1a

Publication Date

2016-02-02

Registration Number 4940693

Date Registered 2016-04-19

Owner (REGISTRANT) Mona Venus Skin Care LLC (LIMITED LIABILITY COMPANY; GEORGIA, USA); Ste B300, 4426 HUGH HOWELL RD, TUCKER, GEORGIA 30084, UNITED STATES

Type of Mark

- TRADEMARK
- SERVICE MARK

Mark Drawing Code (4) STANDARD CHARACTER MARK

Other Data The name "MONA VENUS" does not identify a living individual.

Live Dead Indicator LIVE

Status SECTION 8-ACCEPTED

Print: January 30, 2024 9:21 PM

6945190

OCEANUM

Word Mark

OCEANUM

IC 003 US 001 004 006 051 050 052

Goods/Services

Descaling preparations for household purposes; antistatic preparations for household purposes; air fragrancing preparations; breath freshening sprays; canned pressurized air for cleaning and dusting purposes; lip glosses; polishing stones; abrasive paper; emery paper; polishing paper; petroleum jelly for cosmetic purposes; shoe polish; cobblers' wax; cotton wool for cosmetic purposes; sachets for perfuming linen; drying agents for dishwashing machines; adhesives for cosmetic purposes; lavender water; toilet water; wax for parquet floors; floor wax; non-slipping wax for floors; depilatory wax; moustache wax; tailors' wax; creams for leather; polish for furniture and flooring; shoemakers' wax; polishing wax; massage gels, other than for medical purposes; dental bleaching gels; make-up; deodorants for pets; depilatory preparations; air fragrance reed diffusers; scented wood; perfumes; non-slipping liquid polishes for floors; windscreen cleaning liquids; greases for cosmetic purposes; volcanic ash for cleaning; perfumery; decorative transfers for cosmetic purposes; shaving stones being astringents for cosmetic purposes; foot smoothing stones; eyebrow pencils; cosmetic pencils; alum stones being astringents for cosmetic purposes; adhesives for affixing false eyelashes; adhesives for affixing false hair; hair conditioners; quillaia bark for washing; beard dyes; hair colorants for toilet purposes; starch for laundry purposes; laundry glaze; shoe cream; polishing creams; cosmetic creams; skin whitening creams; polishing rouge; incense; hair spray; nail varnish; hair lotions; lotions for cosmetic purposes; after-shave lotions; beauty masks; oils for perfumes and scents; oils for cosmetic purposes; essential oils; essential oils of cedarwood; essential oils of lemon; essential oils of citron; oils for cleaning purposes; bergamot oil; gaultheria oil; lavender oil; oil of turpentine for degreasing; cleaning chalk; almond milk for cosmetic purposes; cleansing milk for toilet purposes; musk being perfumery; deodorant soap; shaving soap; soap for brightening textile; cakes of toilet soap; antiperspirant soap; soap for foot perspiration; almond soap; mint for perfumery; nail art stickers; false nails; eau de Cologne; joss sticks; pastes for razor strops; toothpaste; lipstick cases; hydrogen peroxide for cosmetic purposes; breath freshening strips; sandcloth; lipsticks; pomades for cosmetic purposes; dentifrices; shaving preparations; cosmetic preparations for baths; bath preparations, not for medical purposes; hair straightening preparations; hair waving preparations; polishing preparations; denture polishes; mouthwashes, not for medical purposes; cosmetic preparations for slimming purposes; starch glaze for laundry purposes; eye-washes, not for medical purposes; fabric softeners for laundry use; laundry bleach; dry-

cleaning preparations; paint stripping preparations; lacquer-removing preparations; make-up removing preparations; varnish- removing preparations; rust removing preparations; nail care preparations; cleaning preparations; preparations for cleaning dentures; wallpaper cleaning preparations; chemical cleaning preparations for household purposes; collagen preparations for cosmetic purposes; aloe vera preparations for cosmetic purposes; sunscreen preparations; breath freshening preparations for personal hygiene; shining preparations being polish; make-up powder; stain removers; nail varnish removers; vaginal washes for personal sanitary or deodorant purposes; scouring solutions; false eyelashes; baby wipes impregnated with cleaning preparations; tissues impregnated with cosmetic lotions; tissues impregnated with make-up removing preparations; massage candles for cosmetic purposes; laundry blueing; turpentine for degreasing; potpourris being fragrances; bleaching soda; bath salts, not for medical purposes; bleaching salts; astringents for cosmetic purposes; eyebrow cosmetics; make-up preparations; sun-tanning preparations; hair dyes; neutralizers for permanent waving being permanent wave preparations; cosmetic preparations for eyelashes; cosmetic preparations for skin care; cosmetics; cosmetics for children; cosmetics for animals; mascara; cleansers for intimate personal hygiene purposes, non medicated; douching preparations for personal sanitary or deodorant purposes being toiletries; degreasers, other than for use in manufacturing processes; bleaching preparations being decolorants for cosmetic purposes; antiperspirants being toiletries; phytocosmetic preparations; talcum powder, for toilet use; cotton swabs for cosmetic purposes; emery cloth; cloths impregnated with a detergent for cleaning; shampoos; dry shampoos; sandpaper; ethereal essences.

IC 044 US 100 101

Depilatory waxing; manicuring; massage; beauty salon services; visagists' services.

Register	PRINCIPAL
Serial Number	79319740
Filing Date	2021-07-10T00:00:00
Original Filing Basis	66a
Current Filing Basis	66a
Publication Date	2022-10-25
Registration Number	6945190
Date Registered	2023-01-10
Owner	(REGISTRANT) Joint Stock Company "FABERLIC" (JOINT STOCK COMPANY; RUSSIAN FEDERATION); Nikopolskaya str., bld.4, RU-117403 Moscow, RUSSIAN FEDERATION

Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Alexander Lazouski

Print: January 30, 2024 9:21 PM

5659874

Institut' DERMed

Word Mark

INSTITUT' DERMED

Goods/Services

IC 003 US 001 004 006 050 051 052

Skin care preparations, namely, chemical peels for skin; Skin care preparations, namely, fruit acid peels for skin; Skin care preparations, namely, skin peels; Skin care products, namely, non-medicated skin serum; Cosmetic creams for skin care; Cosmetic preparations for skin care; Non-medicated skin care creams and lotions; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; Non-medicated skin care preparations, namely, cosmetic creams for skin care; lotions for cosmetic purposes; skin cleansers; non-medicated skin toners; skin toners; beauty serums; skin moisturizers; non-medicated skin care preparations, namely, lotions, toners, cleaners and peels; exfoliant creams; Wrinkle removing skin care preparations.

IC 010 US 026 039 044

Skin care analyzers and light therapy equipment, namely, a black-light blue lamp unit for use in identification of a variety of skin conditions.

IC 044 US 100 101

Skin care salon services; Skin care salons; Cosmetic skin care services; Cosmetic skin care services, namely, facials, chemical peels, microdermabrasion, micro-channeling, LED.

Register

PRINCIPAL

Serial Number

87920424

Filing Date

2018-05-14T00:00:00

Original Filing Basis

1a

Current Filing Basis

1a

Publication Date

2018-11-06

Registration Number

5659874

Date Registered

2019-01-22

Owner	(REGISTRANT) Skin Care Therapies, Inc. (CORPORATION; GEORGIA, USA); 5589 Peachtree Rd, Atlanta, GEORGIA 30341, UNITED STATES
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Translation	The English translation of "INSTITUT" in the mark is "INSTITUTE".
Disclaimer	"INSTITUT"
Live Dead Indicator	LIVE
Status	REGISTERED

Print: January 30, 2024 9:21 PM

COMPLEXIONS RX

Word Mark

COMPLEXIONS RX

IC 003 US 001 004 006 050 051 052

Anti-aging cream containing a retinoic ingredient not for medical purposes; Anti-aging creams; Anti-wrinkle creams; Cosmetic preparations for skin care; Exfoliant creams; Facial cleansers; Facial moisturizers; Facial scrubs; Hand creams; Impregnated cleaning pads impregnated with cosmetics; Make-up remover; Make-up removing preparations; Moisturizing preparations for the skin; Night cream; Non-medicated skin care preparations; Skin lighteners; Skin moisturizer; Skin texturizers; Skin toners; Sunscreen preparations; Cosmetics; Eye make-up remover; Non-medicated skin toners; Hand, face, and body moisturizers.

IC 005 US 006 018 044 046 051 052

Acne medications; Antimicrobials for dermatologic use; Medicated skin care preparations; Medicinal creams for skin care; Pharmaceutical preparations and substances for the treatment of damaged skin and tissue; Pharmaceutical preparations for skin care; Pharmaceutical preparations for the treatment of hypotrichosis; Pharmaceutical preparations for treating skin disorders.

Goods/Services

IC 035 US 100 101 102

Retail store services featuring cosmetic and therapeutic skin care products.

IC 044 US 100 101

Aesthetician services; Color analysis for cosmetic purposes; Cosmetic analysis; Cosmetic skin care services, namely, facials, chemical peel treatments, dermaplaning, microneedling, eyebrow tinting, eyelash tinting, chemical eyelash lifting treatments, microblading, dermatological radiofrequency treatments, dermatological ultrasound treatments, cosmetic electrotherapy, collagen stimulation therapy, sclerotherapy, intralesional steroid injection therapy, vitamin B12 injection therapy, lipolysis injection therapy, cryolipolysis therapy, platelet-rich plasma therapy, hair growth stimulation therapy, cellulite treatments, body contouring treatments, and botulinum toxin treatments; Cosmetician services; Depilatory waxing; Dermatologic laser removal of varicose veins, spider veins, and hair; Facial treatment services, namely, cosmetic peels; Health spa services for health and wellness of the body and spirit, namely, providing massage, facial and body treatment services,

cosmetic body care services; Health spa services, namely, cosmetic body care services; Laser hair removal services; Laser skin rejuvenation services; Laser skin tightening services; Medical counseling; Microdermabrasion, namely, a topical skin treatment involving abrasion of the skin with a high-pressure flow of crystals; Providing laser and intense pulse light skin enhancement procedures; Skin care salon services; Skin treatment, namely, the injection of dermal fillers to reduce the appearance of facial fine lines; Skin treatments, namely, the injection of dermal filling agents and neuromuscular blocking agents to reduce the appearance of facial lines and wrinkles.

Register	PRINCIPAL-2(F)
Serial Number	88225327
Filing Date	2018-12-11T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2019-04-30
Registration Number	5804994
Date Registered	2019-07-16
Owner	(REGISTRANT) BeautyMed, Inc. (CORPORATION; CALIFORNIA, USA); 1940 5th Avenue, Ste. 200, San Diego, CALIFORNIA 92101, UNITED STATES
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Disclaimer	"RX"
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Diane L. Gardner

Print: January 30, 2024 9:21 PM

6666236



Word Mark

REAL TINT

IC 003 US 001 006 004 051 050 052

Goods/Services

Beauty care cosmetics; Beauty creams; Beauty creams for body care; Beauty gels; Beauty lotions; Beauty masks; Beauty masks for hands; Beauty milks; Beauty serums; Beauty soap; Cosmetic creams; Cosmetic facial masks; Cosmetic hair dressing preparations; Cosmetic hand creams; Cosmetic masks; Cosmetic massage creams; Cosmetic milks; Cosmetic mud masks; Cosmetic nail preparations; Cosmetic nourishing creams; Cosmetic oils; Cosmetic pads; Cosmetic patches containing sunscreen and sun block for use on the skin; Cosmetic powder; Cosmetic preparations; Cosmetic preparations against sunburn; Cosmetic preparations for eyelashes; Cosmetic preparations for nail drying; Cosmetic preparations for removing gel nails, acrylic nails, and nail polish; Cosmetic preparations for skin renewal; Cosmetic preparations for the hair and scalp; Cosmetic rouges; Cosmetic skin fresheners; Cosmetic sun oils; Cosmetic sunscreen preparations; Cosmetic suntan lotions; Cosmetic suntan preparations; Cosmetic tanning preparations; Cosmetics; Cosmetics and cosmetic preparations; Cosmetics in general, including perfumes; Cosmetics in the form of milks, lotions and emulsions; Cosmetics, namely, lip repairers; Make-up; Make-up for the face and body; Make-up foundation; Make-up foundations; Make-up pencils; Make-up powder; Make-up preparations for the face and body; Make-up primer; Make-up primers; Make-up remover; Make-up removing gels; Make-up removing lotions; Make-up removing milk, gel, lotions and creams; Make-up removing preparations; Make-up sets; Permanent wave preparations; Tattoo removal preparations; Adhesives for cosmetic purposes; Anti-aging moisturizers used as cosmetics; Anti-aging toner; Anti-wrinkle creams; Argan oil for cosmetic purposes; Astringents for cosmetic purposes; Bath oils for cosmetic purposes; Bath powder; Body and beauty care cosmetics; Body creams; Body glitter; Body lotions; Body masks; Body oil; Body scrubs; Chalk for cosmetic use; Cleaner for cosmetic brushes; Cleansing creams; Cleansing milk for cosmetic purposes; Colognes, perfumes and cosmetics; Coloring preparations for cosmetic purposes; Compacts containing make-up; Contour make-up sticks; Cosmetic creams for skin care; Cosmetic hair regrowth inhibiting preparations; Cosmetic pencils; Cosmetic preparations for body care; Cosmetic preparations for skin care; Cosmetic preparations, namely, firming creams; Cosmetic preparations, namely, skin balsams;

Cosmetic products in the form of aerosols for skincare; Cosmetics and make-up; Cosmetics sold as an integral component of non-medicated skincare preparations; Cotton for cosmetic purposes; Cotton puffs impregnated with make-up removing preparations; Cotton sticks for cosmetic purposes; Cotton swabs impregnated with make-up removing preparations; Cotton wool and cotton sticks for cosmetic purposes; Cotton wool impregnated with make-up removing preparations; Depilatory creams; Eye make-up remover; Eye compresses for cosmetic purposes; Eye lotions; Eye make-up; Eye pencils; Eyebrow cosmetics; Eyebrow colors; Eyebrow gel; Eyebrow pencils; Eyelash tint; Eyelid doubling makeup; Eyeliner; Eyeliner pencils; Eyeliners; Eyes make-up; Eyeshadow; Face and body beauty creams; Face and body creams; Face and body lotions; Face creams for cosmetic use; Face glitter; Face oils; Facial beauty masks; Facial make-up; Facial cream; Facial creams; Facial emulsions; Facial lotion; Facial oils; Facial sheet masks for cosmetic use; Facial washes; False eyebrows; False eyelashes; Flower essences for cosmetic purposes; Foundation make-up; Fragranced skin care preparations, namely, skin cleansers, skin moisturizers; Gauze for cosmetic purposes; Gel eye masks; Gels for cosmetic purposes; Glitter for cosmetic purposes; Greases for cosmetic purposes; Hair care creams; Hair care kits comprising non-medicated hair care preparations, namely, shampoo, conditioner, gel; Hair care lotions; Hair care preparations; Hair care preparations consisting of organic coconut virgin oil and coconut virgin oil; Hair care preparations for hair edges; Hair bleaching preparations; Hair butter; Hair care products, namely, heat protection sprays; Hair color; Hair color chalk; Hair color pens; Hair color removers; Hair colorants; Hair coloring preparations; Hair colourants; Hair colouring; Hair colouring and dyes; Hair colouring preparations; Hair conditioners; Hair creams; Hair decolorants; Hair detangling preparations; Hair dressings for men; Hair dyes; Hair fixers; Hair gel; Hair highlighting spray; Hair lighteners; Hair lotions; Hair masks; Hair mousse; Hair nourishers; Hair oils; Hair pomades; Hair products, namely, thickening control creams; Hair relaxers; Hair relaxing preparations; Hair removing cream; Hair rinses; Hair shampoo; Hair sprays; Hair straightening preparations; Hair styling gel; Hair styling preparations; Hair styling spray; Hair texture cream; Hair tonics; Hair waving lotion; Hair wax; Hair-washing powder; Herbal extracts sold as components of cosmetics; Lip balm; Lip liner; Lip neutralizers; Lip polisher; Lip stains; Lip stains for cosmetic purposes; Lip tints; Lipstick; Liquid latex makeup; Lotions for cosmetic purposes; Lotions for face and body care; Lotions for strengthening the nails; Make-up kits comprised of non-medicated cosmetics; Make-up preparations; Mascaras; Mask pack for cosmetic purposes; Milk for cosmetic purposes; Nail care preparations; Nail care preparations, namely, nail softeners; Nail cosmetics; Nail art pens; Nail buffing preparations; Nail cream; Nail decolorants; Nail enamel removers; Nail enamels; Nail gel; Nail paint; Nail polish; Nail polish base coat; Nail polish pens; Nail polish protector in the nature of a thin plastic covering applied to nails; Nail polish remover; Nail polish removers; Nail polish top coat; Nail polishing powder; Nail primer; Nail repair preparations; Nail repair products, namely, nail wraps; Nail strengtheners; Nail varnish for cosmetic purposes; Nail varnish removers; Nail varnishes; Nail-polish removers; Natural cosmetics; Natural mineral make-up; Non-foaming cosmetic preparations for skin, face, body; Non-medicated beauty soap; Non-medicated cosmetics; Non-medicated cosmetic skin care

preparations consisting of organic coconut virgin oil and coconut virgin oil; Non-medicated herbal body care products, namely, body oils, salves, and lip balms; Non-medicated lip care preparations; Non-medicated skin care creams and lotions; Non-medicated skin care preparation, namely, body mist; Non-medicated skin care preparations; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; Non-medicated skin creams; Non-medicated skin, hair, nail, care preparations; Nutritional oils for cosmetic purposes; Oil baths for hair care; Oils for cosmetic purposes; Oils for hair conditioning; Organic cosmetics; Patches containing non-medicated skin care preparations; Pencils for cosmetic purposes; Pomades for cosmetic purposes; Powder for make-up; Pre-moistened cosmetic wipes; Preparations for permanent hair waves; Private label cosmetics; Scented linen water; Self-adhesive false eyebrows; Self-tanning preparations; Skin care preparation, namely, body polish; Skin care preparations, namely, body balm; Skin care preparations, namely, fruit acid peels for skin; Skin care preparations, namely, skin peels; Skin care products, namely, non-medicated skin serum; Skin and body topical lotions, creams and oils for cosmetic use; Skin bronzing creams; Skin cleanser in liquid spray form for use as a baby wipe alternative; Skin cleansers; Skin conditioning creams for cosmetic purposes; Skin cream; Skin fresheners; Skin lotions; Skin masks; Skin moisturizer; Skin moisturizer masks; Skin moisturizers used as cosmetics; Skin softeners; Skin toners; Skin whitening preparations; Spot remover; Sun care lotions; Tanning gels; Tanning milks; Tanning oils; Temporary tattoo sprays and stencils therefor sold as a unit; Temporary tattoo transfers for use as cosmetics; Tissues impregnated with cosmetic lotions; Tissues impregnated with make-up removing preparations; Waterproof makeup; Wrinkle removing skin care preparations; Wrinkle resistant cream; Wrinkle-minimizing cosmetic preparations for topical facial use.

IC 008 US 044 028 023

Tattoo machines; Tattoo needles.

IC 044 US 100 101

Beauty analysis to determine cosmetics that are best suited to particular individuals; Beauty care services; Beauty consultation services; Beauty salon services; Beauty spa services, namely, cosmetic body care; Beauty treatment services especially for eyelashes; Cosmetic analysis; Cosmetic body care services, namely, providing temporary body art consisting of hand drawn designs applied to the body; Cosmetic eyebrow care services in the nature of eyebrow shaping, eyebrow design, tinting; Cosmetic hair removal by means of waxing, sugaring; Cosmetic laser treatment of hair, tattoos; Cosmetic services, namely, non-permanent hair removal; Cosmetic skin care services, namely, facials, chemical peels, microdermabrasion; Make-up application services; Make-up consultation services provided on-line or in-person; Permanent hair removal and reduction services; Tattoo parlors; Tattoo studios; Tattooing services; Advisory services relating to hair care; Color analysis for cosmetic purposes; Consultation services in the field of make-up; Consultation services in the field of make-up, namely, on-line makeup consultation services and in-person makeup consultation and application services; Cosmetic tattooing services; Cosmetic body care services; Cosmetic eyebrow care services;

Cosmetic face care services; Cosmetic skin care services; Day spa services, namely, nail care, manicures, pedicures and nail enhancements; Eyelash extension services; Facial treatment services, namely, cosmetic peels; Hair color salon services; Hair cutting services; Hair highlighting services; Hair implantation; Hair perming services; Hair replacement, hair addition, and hair extension services; Hair salon services; Hair salon services, namely, hair cutting, styling, coloring, and hair extension services; Hair salon services, namely, treatments to protect hair from effects of exposure to sunlight, heat, humidity and chlorinated water; Hair styling; Hairdressing salons; Health spa services for health and wellness of the body and spirit, namely, providing massage, facial and body treatment services, cosmetic body care services; Health spa services, namely, cosmetic body care services; Health spa services, namely, laser treatments for acne, rejuvenation, scars, tattoo removal and for facials and massage; Hygienic and beauty care services; Laser tattoo removal service; Laser skin rejuvenation services; Laser skin tightening services; Leasing skin care equipment; Medical, hygienic and beauty care; Medspa services for health and beauty of the body and spirit; Microblading being eyebrow tattooing services; Nail care salons; Nail care services; Online cosmetic skincare consultation services; Permanent makeup services; Provide a website featuring information about holistic cosmetic and plastic surgery practice; Providing beauty care information; Providing advice and information in the fields of hairstyling, haircare, and hair maintenance; Providing advice and information over the Internet in the field of hairstyling; Providing information about beauty; Providing news and information in the field of personal beauty; Providing on-site beauty services, namely, hair styling and make-up application services; Providing online advice and information in the fields of hairstyling, haircare, and hair maintenance; Providing weight loss programs and cosmetic body care services in the nature of non-surgical body contouring; Rental of machines and apparatus for use in beauty salons or barbers' shops; Semi-permanent makeup services; Services of a make-up artist; Skin care salon services; Skin tanning service for humans for cosmetic purposes; Skin treatment, namely, the injection of dermal fillers to reduce the appearance of facial fine lines.

Register	PRINCIPAL
Serial Number	90625979
Filing Date	2021-04-06T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2021-12-21
Registration Number	6666236
Date Registered	2022-03-08
Owner	(REGISTRANT) HYPER REAL ACADEMY LLC (LIMITED LIABILITY

COMPANY; NEW JERSEY, USA); 8 Oliver CT, East Brunswick, NEW JERSEY 08816, UNITED STATES

Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Code	261101
Description of Mark	<ul style="list-style-type: none">• Color is not claimed as a feature of the mark.• The mark consists of the stylized and capitalized English Characters "REALTINT." REAL is written in bolded capital letters, and TINT is written in capital letters. This wording is surrounded by a stylized rectangular border that goes from light to dark in color.
Disclaimer	"TINT"
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Fang Jiang

Print: January 30, 2024 9:21 PM

6936670

ELEMIS

Word Mark

ELEMIS

Goods/Services

IC 003 US 001 004 006 050 052 051
Non-medicated bath soap; Non-medicated beauty soap; Non-medicated cosmetic soap; Massage oils; Ethereal oils; Hair lotions; Hair preparations, namely, hair care preparations; Oils for toiletry purposes; Oils for cosmetic purposes; Almond oil for cosmetics use; Bath foam; Bubble bath; Shower gels; Non-medicated lotions for skin, hair, face, body; Body lotions; Skin lotions; Gels for cosmetic purposes; Beauty masks; Cosmetic preparations for baths; Cosmetic preparations; Non-medicated skin care preparations; Eye cream; Anti-aging creams; Skin moisturizer; Anti-aging moisturizer; Non-medicated facial and eye serum; Make-up preparations; Non-medicated exfoliating preparations for skin; Skin cleansers; Shaving preparations; Shaving gel; Shaving foam; Cleansing milk for toilet purposes; Non-medicated lip balms; Cosmetic preparations for slimming purposes; Cosmetic sunscreen preparations; Tissues impregnated with cosmetic lotions.

IC 044 US 100 101
Beauty salon services; Massage; Hygienic and beauty care for human beings; Health spa services for health and wellness of the mind, body and spirit; Aromatherapy services.

Register

PRINCIPAL

Serial Number

97261970

Filing Date

2022-02-10T00:00:00

Original Filing Basis

1a

Current Filing Basis

1a

Publication Date

2022-10-11

Registration Number

6936670

Date Registered

2022-12-27

Owner	(REGISTRANT) ELEMIS USA, INC. (CORPORATION; FLORIDA, USA); 1140 Broadway, Suite 1601, New York, NEW YORK 10001, UNITED STATES
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Ellen S. Simpson

Print: January 30, 2024 9:21 PM

7135483

GLAM BY HONEY

Word Mark	GLAM BY HONEY
Goods/Services	IC 003 US 001 004 006 051 050 052 Cosmetics; Cosmetic preparations for eyelashes; Cosmetics and cosmetic preparations; Cosmetics and make-up; Eye liner; Eyeshadow palettes; Eyeshadows; Hair conditioners; Hair dyes; Hair gels; Hair glaze; Hair rinses; Hair tonics; Lipsticks; Make-up foundations; Make-up powder; Mascaras; Shampoo-conditioners; Artificial eyelashes; Facial make-up, namely, cream lipstick, liquid lipstick, lipgloss, lip liner, eyeshadow palettes, mascara, strip eyelashes, eyeliner, foundation, concealer, pressed makeup powder, makeup setting powder; Hair shampoo. IC 044 US 100 101 Hair cutting; Hair replacement, hair addition, and hair extension services; Hair salon services, namely, hair cutting, styling, coloring, and hair extension services; Hair styling.
Register	PRINCIPAL
Serial Number	97072462
Filing Date	2021-10-13T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2023-05-30
Registration Number	7135483
Date Registered	2023-08-15
Owner	(REGISTRANT) GLAM BY HONEY LLC (LIMITED LIABILITY COMPANY; MICHIGAN, USA); 3617 Weeburn, Ann Arbor, MICHIGAN 48108, UNITED STATES

Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Disclaimer	"GLAM"
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Andrew Morabito

Print: January 30, 2024 9:21 PM

3129019



Word Mark

MARCO

Goods/Services

IC 003 US 001 051 050 006 052 004

Hair and skin care preparations namely shampoos, color shampoo, soaps, conditioners, moisturizers, rinses, non-medicated hair treatments, mists, thermal protective sprays, spray conditioners, hair gels, spray gels, sculpting foam, lotions, styling serum, styling sprays, styling gels, styling lotions, straightening creams, hair sprays, pomades, styling preparations, shine sprays, shine drops, waxes, hair color, hair dyes, hair tints, semi-permanent and permanent hair color, bleaches, hair strengthening preparations, permanent waving solutions, sealants, laminates; Non-Medicated Skin Care Preparations including-- Skin Cream; Skin Emollients; Skin Lotion; Skin Soap; Skin Toners, shaving gels, shaving creams, facial preparations and powders, namely facial cleansers, facial creams and facial powders.

IC 044 US 100 101

complete hair care and beauty salon services.

Register

PRINCIPAL

Serial Number

78587568

Filing Date

2005-03-15T00:00:00

Original Filing Basis

1b

Current Filing Basis

1a

Publication Date

2006-05-23

Registration Number

3129019

Date Registered

2006-08-15

Owner

(REGISTRANT) Marco Pelusi, Inc. (CORPORATION; CALIFORNIA, USA);
636 North Robertson Boulevard, Unit B, West Hollywood, CALIFORNIA
90069, UNITED STATES

Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Code	260103, 260121, 261121
Description of Mark	<ul style="list-style-type: none">• Color is not claimed as a feature of the mark.• The mark consists of The word "Marco" with a stylized vertical arc on the right hand side.
Live Dead Indicator	LIVE
Status	REGISTERED AND RENEWED
Attorney of Record	Theresa McManus

Print: January 30, 2024 9:21 PM

4806998

SACHA

Word Mark

SACHA

IC 003 US 001 006 004 051 050 052

Cosmetics and make-up; cosmetics and cosmetic preparations; eye shadow; mascara; blush; blush pencils; make up foundations; make-up remover; face powder; loose face powder; facial concealer; lipsticks; lip gloss; lip gloss palette; nail polish; vanishing cream; facial cleansers; skin toners; powder for make-up; eye liner; cosmetic pencils; nail enamel; beauty creams; milk for cosmetic purposes; beauty lotions; beauty creams; cosmetics in the form of milks, lotions and emulsions; facial emulsions; cosmetic soaps; hair shampoos and conditioners; perfumery; essential oils for personal use; hair lotions; hair styling preparations; non-medicated preparations all for the care of skin, hair and scalp; talcum powder; toilet water; hair conditioners; deodorants for body care; cosmetic sun-tanning preparations; massage oils; massage lotions; massage creams; bath oils and bath salts; shaving preparations.

Goods/Services

IC 041 US 100 101 107

Educational services, namely, developing, arranging, and conducting educational conferences and programs and providing courses of instruction in the field of beauty and cosmetics; Educational services, namely, conducting classes, seminars, conferences, workshops in the field of beauty and cosmetics and distribution of course materials in connection therewith in printed or electronic format.

IC 044 US 100 101

Beauty salon services; Beauty consultation services in the selection and use of cosmetics, fragrances, beauty aids, personal care products, and bath, body and beauty products; Beauty analysis to determine cosmetics that are best suited to particular individuals.

Register

PRINCIPAL

Serial Number

86425650

Filing Date

2014-10-16T00:00:00

Original Filing Basis

1a

Current Filing Basis	1a
Publication Date	2015-06-23
Registration Number	4806998
Date Registered	2015-09-08
Owner	(REGISTRANT) Sacha Cosmetics Ltd. (CORPORATION; TRINIDAD AND TOBAGO); 1 & 3 Eagles Crescent, Mission Road, Freeport, Trinidad, TRINIDAD AND TOBAGO
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Live Dead Indicator	LIVE
Status	SECTION 8-ACCEPTED
Attorney of Record	Elias Hantula

Print: January 30, 2024 9:21 PM

6570000

LUXBAE

Word Mark	LUXBAE
	IC 003 US 001 004 006 051 050 052 Skin moisturizer; moisturizing preparations for the skin; moisturizing gels, creams, lotions, and oils for skin; sunscreen preparations; sunscreen creams; hair care preparations; hair coloring preparations; hair shampoos; hair conditioners; non-medicated lotions, creams, and oils for skin, hair, face and body.
Goods/Services	IC 044 US 100 101 Hair salon services; hair color salon services; hair salon services, namely, hair cutting, styling, coloring, and hair extension services; beauty salon services; cosmetic skin care services; cosmetic skin care services, namely, providing facials and skin tightening treatments; cosmetic body care services; cosmetic body care services, namely, skin tightening, fat burning, and muscle stimulating treatments; health spa services for health and wellness of the body and spirit; health spa services for health and wellness of the body and spirit, namely, providing facials, body treatment services, cosmetic skin treatment services, and cosmetic body care services.
Register	PRINCIPAL
Serial Number	88754195
Filing Date	2020-01-10T00:00:00
Original Filing Basis	1b
Current Filing Basis	1a
Publication Date	2020-06-30
Registration Number	6570000
Date Registered	2021-11-23
Owner	(REGISTRANT) Luxbae LLC (LIMITED LIABILITY COMPANY);

CALIFORNIA, USA); 616 West Glenoaks Blvd., Glendale, CALIFORNIA
91202, UNITED STATES

Type of Mark

- TRADEMARK
- SERVICE MARK

Mark Drawing Code (4) STANDARD CHARACTER MARK

Live Dead Indicator LIVE

Status REGISTERED

Attorney of Record Rosaleen H. Chou

Print: January 30, 2024 9:21 PM

7039068



Word Mark

K KOBA

IC 003 US 001 004 006 051 050 052

Beauty masks; beauty lotions; beauty masks; beauty milks; beauty gels; beauty creams; beauty serums; beauty soap; facial beauty masks; beauty care cosmetics; beauty balm creams; beauty care preparations, namely, non-medicated hand cream, non-medicated foot cream; non-medicated beauty preparations namely, non-medicated hand cream, non-medicated foot cream, non-medicated lip balm, and non-medicated soap bar; beauty masks for hands; distilled oils for beauty care, namely, cosmetic oils for the epidermis; cosmetic preparations for the hair; beauty creams for body care; perfumery preparations; soap products, namely, non-medicated soaps; body cleaning and beauty care preparations, namely, non-medicated hand cream, non-medicated foot cream, non-medicated lip balm, and non-medicated soap bar, non-medicated hand cream, non-medicated foot cream, non-medicated lip balm, and non-medicated soap bar; beauty serums with anti-ageing properties; shampoos; hair shampoos; shampoos for babies; essential oils; perfumery, essential oils; aromatic essential oils; natural essential oils; essential oils for aromatherapy; essential oils for cosmetic purposes; essential oils for the care of the skin; bath lotion; bath soap; bath preparations, not for medical purposes; bath gels; bath oil; non-medicated bath preparations; massage candles for cosmetic purposes; massage oil; body massage oils; facial massage oils; massage oils and lotions; cosmetics; cosmetics and cosmetic preparations; skincare cosmetics; cosmetic eye pencils; cosmetic massage creams; cosmetic hand creams; cosmetic facial washes; cosmetic facial lotions; cosmetic facial masks; cosmetic facial gels; cosmetic body mud; skin care cosmetics; cosmetic skin cleansers; cosmetic skin toners; makeup; facial makeup; pumice stone for personal use; pumice stones for use on the body; perfumes; cosmetic kits comprised of non-medicated hand cream, non-medicated foot cream, non-medicated lip balm, and non-medicated soap bar; cosmetic pencils; body butter; hand and body butter; body lotions; facial cleansers; skin cleansers; hand cleansers; skin moisturizer; skin toners; non-medicated hair care serum; foot masks for skin care; hair masks; body masks; skin masks; lip balms.

Goods/Services

IC 044 US 100 101

Beauty treatment services especially for eyelashes; beauty consultancy; beauty consultation; beauty counselling; beauty care services; beauty salon services; beauty consultancy services; beauty therapy treatments being beauty care services; beauty therapy services being beauty care services; beauty advisory services in the nature of beauty consultancy; beauty spa services, namely,

cosmetic body care; facial beauty treatment services being beauty care services; beauty care of feet; consultancy services relating to beauty; hygienic and beauty care services; consultation services relating to beauty care; hair treatment, namely, hair care services; hair care services in the nature of hair restoration; massages; massage services; foot massage services; health care relating to therapeutic massage; cosmetic treatment, namely, cosmetic body care services; beauty consultancy in the nature of cosmetics consultancy services.

Register	PRINCIPAL
Serial Number	79325388
Filing Date	2021-09-02T00:00:00
Original Filing Basis	66a
Current Filing Basis	66a
Publication Date	2023-02-14
Registration Number	7039068
Date Registered	2023-05-02
Owner	(REGISTRANT) Koba Skincare Ltd (Limited Company; UNITED KINGDOM); Second Home, Clerkenwell House,, 45-47 Clerkenwell Green LONDON EC1R 0EB, UNITED KINGDOM
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Code	260302
Description of Mark	<ul style="list-style-type: none">• The color(s) black and white is/are claimed as a feature of the mark.• The mark consists of the wording KOBA in black with a black circle to the left with a black K inside the circle and the inside of the circle being white.
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Stephanie Messas

6088512

NOURISHE

Word Mark	NOURISHE
	IC 003 US 001 006 004 051 050 052 organic skin care products, namely, non-medicated face cream, face serum, soap, organic cosmetics, non-medicated face soaps, non-medicated eye serums, face moisturizers, beauty serums, non-medicated sun care preparations, fragrances.
Goods/Services	IC 035 US 100 102 101 wholesale store services featuring cosmetics; retail store services featuring cosmetics; Pop-up boutique retail store services located in resorts, spas, yoga studios, grocery stores, and cosmetic stores featuring cosmetics. IC 044 US 100 101 skin care salon services; cosmetic skin care services, namely, facials; beauty consultation services, namely, consulting services in the fields of beauty care and skin care.
Register	PRINCIPAL
Serial Number	88450233
Filing Date	2019-05-29T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2020-04-14
Registration Number	6088512
Date Registered	2020-06-30
Owner	(REGISTRANT) Nourishe Holistic LLC (LIMITED LIABILITY COMPANY; FLORIDA, USA); 354 S Cypress Drive, Unit 2, Tequesta, FLORIDA 33469, UNITED STATES

Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Live Dead Indicator	LIVE
Status	REGISTERED
Attorney of Record	Oliver A. Ruiz, Esq.

Print: January 30, 2024 9:21 PM

Curly Couture

Word Mark

CURLY COUTURE

IC 003 US 001 006 004 051 050 052

3-in-1 hair conditioners; 3-in-1 hair shampoos; Aromatic body care products, namely, body lotion, shower gel, cuticle cream, shampoo, conditioner, non-medicated lip balm, soap, body polish, body and foot scrub and non-medicated foot cream; Baby hair conditioner; Baby hand soap; Baby lotion; Baby shampoo; Beauty balm creams; Beauty creams; Body and beauty care cosmetics; Body cream; Conditioners; Cosmetic hair dressing preparations; Cosmetic hand creams; Cosmetic preparations; Cosmetic preparations for the hair and scalp; Essential oils for use in manufacturing of hair products for curly, wavy, kinky, and coily natural hair; Hair butter; Hair care creams; Hair care lotions; Hair care preparations; Hair cleaning preparations; Hair conditioner; Hair conditioners; Hair conditioners for babies; Hair conditioners for curl enhancing of curly, kinky, wavy, coily, and natural hair; Hair creams; Hair curling preparations; Hair detangling preparations; Hair dressings for men; Hair dressings for women; Hair emollients; Hair gel; Hair gel and hair mousse; Hair gels; Hair lotion; Hair masks; Hair nourishers; Hair oils; Hair pomades; Hair products, namely, thickening control creams; Hair shampoo; Hair shampoos and conditioners; Hair shampoos for curl enhancing of curly, kinky, wavy, coily, or natural hair; Hair sheen spray; Hair spray; Hair styling gel; Hair styling preparations; Hair styling spray; Hair texturizers; Hair tonic; Hair waving lotion; Hand cream; Hand lotions; Moisturizing body lotions; Moisturizing creams; Moisturizing preparations for the skin; Moisturizing solutions for the skin; Non-medicated hair treatment preparations for cosmetic purposes; Non-medicated preparations all for the care of skin, hair and scalp; Oil baths for hair care; Oils for hair conditioning; Preparations for setting hair; Shampoo-conditioners; Shampoos; Shampoos for babies; Shampoos for pets; Shampoos for curl enhancing of curly, kinky, wavy, coily, or natural hair; Styling foam for hair; Styling gels; Styling gels for curl enhancing of curly, kinky, wavy, coily, or natural hair; Styling lotions; Styling mousse.

Goods/Services

IC 044 US 100 101

Aesthetician services; Aromatherapy services; Barber shop services; Barbering services; Barbershops; Beautician services; Beauty analysis to determine cosmetics that are best suited to particular individuals; Beauty consultation services; Beauty consultation services in the selection and use of cosmetics, fragrances, beauty aids, personal care products, and bath, body and beauty products; Beauty salon services; Beauty salons; Beauty spa services, namely, cosmetic body care; Cosmetic body care services; Cosmetic skin care services;

Day spa services, namely, nail care, manicures, pedicures and nail enhancements; Hair braiding services; Hair color salon services; Hair cutting; Hair cutting services; Hair salon services; Hair salon services for url enhancing of curly, kinky, wavy, coily, or natural hair; Hair salon services, namely, hair cutting, styling, coloring, and hair extension services; Hair salon services, namely, treatments to protect hair from effects of exposure to sunlight, heat, humidity and chlorinated water; Hair styling; Hair weaving services; Hairdressing salons; Massage; Massage therapy services; Providing advice and information in the fields of hairstyling, haircare, and hair maintenance; Providing advice and information over the Internet in the field of hairstyling; Providing information about beauty; Providing information in the field of hair styling.

Register	PRINCIPAL
Serial Number	86739006
Filing Date	2015-08-27T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2016-03-08
Registration Number	4963091
Date Registered	2016-05-24
Owner	(REGISTRANT) Curly Couture (LIMITED LIABILITY COMPANY; LOUISIANA, USA); 515 North Martin Luther King Jr. Dr., Saint Martinville, LOUISIANA 70582, UNITED STATES
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Live Dead Indicator	LIVE
Status	SECTION 8-ACCEPTED

Print: January 30, 2024 9:21 PM

2947742

THE WOODHOUSE DAY SPA

Word Mark	THE WOODHOUSE DAY SPA
Goods/Services	IC 003 US 001 004 006 051 050 052 Salon, bath and personal care products, namely, deodorants, shave balms, body milk, body creams, skin moisturizers, bath oils, bath salts, bath gels, shower gels. IC 044 US 100 101 Spa services, namely, cosmetic and therapeutic body care services.
Register	PRINCIPAL
Serial Number	78290516
Filing Date	2003-08-21T00:00:00
Original Filing Basis	1a
Current Filing Basis	1a
Publication Date	2005-02-15
Registration Number	2947742
Date Registered	2005-05-10
Owner	<ul style="list-style-type: none">• (REGISTRANT) The Woodhouse SPAS, Corporation (CORPORATION; TEXAS, USA); One O'Connor Plaza, 12th Floor, Victoria, TEXAS 77901, UNITED STATES• (LAST LISTED OWNER) THE WOODHOUSE SPAS, LLC (LIMITED LIABILITY COMPANY; TEXAS, USA); 300 UNION BLVD. STE 600, LAKEWOOD, COLORADO 80228, UNITED STATES
Type of Mark	<ul style="list-style-type: none">• TRADEMARK• SERVICE MARK

Mark Drawing Code	(1) TYPED DRAWING
Disclaimer	"DAY SPA"
Live Dead Indicator	LIVE
Status	REGISTERED AND RENEWED
Attorney of Record	Nicole B. Emmons

Print: January 30, 2024 9:21 PM

5278949



Word Mark

ECOHEADS THERAPY

Goods/Services

IC 003 US 001 006 004 051 050 052

Conditioners for treating hair; conditioners for use on the hair; conditioning preparations for the hair; cosmetics for the use on the hair, namely, hair colorants, hair dye, hair relaxers, hair texturizers; creams for the hair; hair care preparations, namely, hair lotion, hair tonic, hair oils; hair conditioners; hair conditioning rinses; hair cosmetics, namely, hair colorants, hair dye, hair relaxers, hair texturizers, rinse off conditioner; hair cream; hair finishing rinses, namely, hair detangling preparations, leave-in hair conditioner, rinse off conditioner; hair preparations, namely, hair lotion, hair tonic, hair oils; hair preparations in spray form, namely, hair lotion, hair tonic, hair oils, detangling preparations, rinse off conditioner; hair products, namely, hair lighteners, hair gel, hair mousse, hair fixers, hair mask, heat protection spray; hair rinses; hair shampoo; non- medicated hair products, namely, hair lighteners, hair gel, hair mousse, hair fixers, hair mask; non- medicated hair shampoos; preparations for conditioning hair; preparations for enriching hair; shampoos for human hair; dry shampoos; cosmetic soaps; non-medicated cosmetics hair care products, namely, hair colorants, hair dye, hair relaxers, hair texturizers; hair cleaning preparations; hair moisturizers, namely, hair lotion, hair conditioners for adding moisture to hair.

IC 044 US 100 101

Beauty consultancy relating to personal appearance in the fields of hair and cosmetics; hair care services, hair dressing salon services, hairdressing, hairdressing salons.

Register

PRINCIPAL

Serial Number

79201932

Filing Date

2015-12-22T00:00:00

Priority Date

2015-09-16

Original Filing Basis

66a

Current Filing Basis	66a
Publication Date	2017-06-20
Registration Number	5278949
Date Registered	2017-09-05
Owner	(REGISTRANT) 2B1K Imports Pty Ltd. (Company Limited by Shares; AUSTRALIA); Shop One,, 1 Adelaide Street Bondi Junction NSW 2022, , AUSTRALIA
Type of Mark	<ul style="list-style-type: none"> • TRADEMARK • SERVICE MARK
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Code	011508
Description of Mark	<ul style="list-style-type: none"> • The colors green and grey are claimed as a feature of the mark. • The mark consists of "ECO" written in solid green directly next to "HEADS" in solid grey above the word "THERAPY" in large grey font, with bottom lines in the "R" and "A" in "THERAPY" continuing down and crossing to then join and form a teardrop shape. The bottom half of this drop in green while the rest of the lines are grey. The color white represents unclaimed background area.
Disclaimer	"THERAPY"
Live Dead Indicator	LIVE
Status	REGISTERED

Print: January 30, 2024 9:21 PM



M Y S A
Beauty & Well-Being Journal



TOP 10 ARTICLES FOREO NEWS SKINCARE ORAL CARE WELL-BEING BEAUTY

Aloe Vera in Skincare: Treating Sunburns, Blemishes, Insect Bites, and More





We all know the benefits of aloe vera for sunburned skin, but did you know that it has other benefits for your skin, too? Aloe vera is a great natural moisturizer and can help to soothe dry skin. It also has anti-inflammatory properties, which can help to **reduce the appearance of blemishes and wrinkles**. Plus, aloe vera is non-irritating and can be used on any type of skin. So if you're looking for a natural way to **improve your skin health**, consider having aloe vera in your skincare routine.

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- [It is non-irritating.](#)
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What Is Aloe Vera?

Aloe vera is a succulent plant native to Africa, Madagascar, and Arabian Peninsula. **The leaves of the aloe vera plant are thick and fleshy**, and they contain a clear gel-like juice. This **juice is used as an ingredient in cosmetics and medicines**. It is also commonly applied to the skin as a **beauty treatment or to soothe sunburns**. In ancient Egypt, it was allegedly used by Cleopatra as part of her beauty regime, and in ancient Greece, Aristotle

...treatment of **burns**. **Herodotus** in ancient Egypt, it was allegedly used by **Cherops** as part of his beauty regime, and **Pliny the Elder** praised its virtues to **Alexander the Great**, advising him to conquer the **Socotra** island in today's **Yemen**, rich in **aloe vera** to obtain the plant and treat the wounds of his soldiers.

What Does Aloe Vera Contain?

Aloe vera raw pulp **contains approximately 98.5% water**, while the remaining solid material consists of a range of compounds including water-soluble and fat-soluble vitamins, minerals, enzymes, polysaccharides, organic acids and phenolic compounds.

Various active ingredients in aloe vera work beneficially for the skin. Here are some of them:

Aloin (barbaloin) is a substance with **anti-inflammatory, antiviral, antiseptic, anticancer, and antioxidant properties**. Hormones such as auxins and gibberellins help in wound healing and have anti-inflammatory properties.

Salicylic acid is known for its anti-inflammatory and antibacterial properties. **Lignin**, when included in topical preparations, enhances penetrative effect of the other ingredients into the skin. **Saponins** that form about 3% of the gel have cleansing and antiseptic properties.

Vitamins A, C, and E present in aloe vera have **antioxidant properties that help protect the skin from free radicals**.



Aloe Vera Benefits

It is a natural moisturizer.

As mentioned before, aloe vera gel contains 98.5% water. This makes it a **great natural option for moisturizing your skin**. It can help to soothe dry skin and make it more supple. Plus, aloe vera gel is readily absorbed by the skin, so **you won't be left with a greasy feeling**.

It has anti-inflammatory properties.

One of the main benefits of aloe vera is its anti-inflammatory properties. This can help to **reduce the appearance of blemishes, pimples, and wrinkles**. Aloe vera can also help to calm sunburned skin.

It is non-irritating.

Another great benefit of aloe vera is that it is non-irritating. This makes it a **good choice for people with sensitive skin**. It can be used on any type of skin, including sensitive and **acne-prone skin**.



It helps with insect bites.

Since it is antiseptic, anti-itching, and healing, aloe vera can perfectly treat insect bites **without risk of reaction since it is non-irritating**.

It benefits your hair too.

Aloe vera can also be used for your hair. It can help to moisturize your scalp and add shine to your hair. Plus, aloe vera can help to **treat dandruff and other scalp conditions**.

It treats sunburns.

Aloe vera gel can help to treat sunburns. It has both soothing and moisturizing properties that can help to **relieve the pain and discomfort of a sunburn**. Plus, aloe vera can help to speed up the healing process.

Dealing with Peeling: How to Recover from a Summer Sunburn

It treats **acne scars**.

Acne scars are notoriously difficult to treat. However, aloe vera gel can help to lighten acne scars and improve their appearance. Thanks to its antiseptic properties, **aloe vera can also help to prevent the formation of new acne scars**.

It diminishes **dark circles**.

Aloe vera gel can also help to diminish dark circles. Thanks to its anti-inflammatory properties, aloe vera gel can help to reduce the appearance of puffiness and swelling around the eyes. Plus, aloe vera gel is a **great natural option for moisturizing the delicate skin around your eyes**.

It heals wounds.

Aloe vera, just as aloe products, can be used to heal wounds. Thanks to its antiseptic and anti-inflammatory properties, aloe vera can help to **speed up the healing process**. Also, if you have irritated skin, aloe vera can help to soothe the irritation.

Risks of Using Aloe Vera

Allergic reaction

Since the aloe vera is photosensitizing, it is necessary to be careful when using it during the summer. It is also necessary to avoid contact with the eyes since aloe vera gel can cause irritation. If you have never used aloe vera before, it is advisable to **do a test on a small area of skin first to check for any possible allergic reaction**.



If you have never used aloe vera before, it is advisable to do a test on a small area of skin first to check for any possible allergic reaction.

Interaction with other medications

Aloe vera can interact with certain medications, such as diuretics, heart medication, diabetes medication, and laxatives. If you are taking any medication, it is advisable to **speak to your doctor before using aloe vera**.

Pregnancy and breastfeeding

Aloe vera is not recommended for pregnant or breastfeeding women. This is because **there is not enough evidence to show that it is safe to use during pregnancy or breastfeeding**. If you are pregnant or breastfeeding, it is advisable to speak to your doctor before using aloe vera.

How to Use Aloe Vera for Skin?

Aloe vera can be used in many ways for your skin. You can apply aloe vera directly to the skin, or you can add it to other products such as **face masks, lotions, and creams**.

If you are applying aloe vera directly to the skin, it is important to make sure that the gel is from a pure source. You should also test the gel on a small

area of skin first to check for any adverse reaction.

When using aloe vera for hair, you can either apply the gel directly to your scalp or **add it to your shampoo or conditioner**. Enriching your shampoo or conditioner with aloe vera can help to add moisture and shine to your hair, but also to make your hair smooth.

Soothing face mask

A soothing face mask with aloe gel, cucumber, and **green tea** is something you could try.

Ingredients:

- 1/4 cup aloe vera gel
- 1/2 cucumber, peeled and grated
- 1 green tea bag

Directions:

1. In a bowl, mix together the aloe vera gel, cucumber, and contents of the green tea bag.
2. Apply the mask to your face and neck and leave for 15-20 minutes.
3. Rinse the mask off with warm water and pat your skin dry.
4. Apply a moisturizer to your face and neck.
5. Repeat the process 2-3 times a week for best results.

Homemade Face Masks: There is a Solution for Every Skin Problem!

Aloe Vera in Your Skincare Routine Is What You Need

Aloe vera is a natural remedy used for centuries to treat various ailments. It's a versatile plant that has many skin benefits. Thanks to its unique composition, aloe vera gel can **eliminate dead skin cells and treat various skin conditions**, including **acne**, acne scars, sunburns, dark circles, and wounds. Plus, aloe vera gel can also be used to **moisturize your skin and hair**. However, it is crucial to know the risks of using aloe vera before using it. If you are pregnant or breastfeeding, you should speak to your doctor before using aloe vera. Still, **aloe vera is an excellent option if you're looking for a natural way to improve your skin or hair health**.

Tags: aloe vera, aloe vera benefits for skin, aloe vera in skincare, natural ingredients, skincare

Partager !



Related Posts



Sea Moss: From Chocolate Milk to Skincare Ingredient

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| 2 Comments

19 Comments



Zaina at - [Reply](#)

Thank you for this article. Aloe vera is a must-have in my skincare routine, I love it.



erika at - [Reply](#)

Hi there! Thank you for sharing! Aloe vera is great - we agree :)



D K, at - [Reply](#)

nice



Isabel at - [Reply](#)

The Green tea mask is really great! Skin looks and feels refreshed after use



Rachel at - [Reply](#)

I love Aloe vera juice, definitely has strong healing anti inflammatory properties. As a kid I fell onto cactus, my entire back was covered with cactus needles. Some they were able to pull out with tweezers, and the tiny ones they got out with Aloe vera gel, they just put it all over my back, bandaged it, and left it over night...true story



Margo at - [Reply](#)

I had a nasty sunburn last summer, aloe vera gel really helped me heal after. The cooling, soothing feeling was amazing!



Nele at - Reply

The green tea mask is one of the best masks I have used. Very effective, highly recommended



Allison G at - Reply

If you make a lot how long is it good for in the fridge?



dora at - Reply

Hello Allison! You can periodically check the aloe vera gel for any changes in color, smell, or texture. If you notice any signs of spoilage, such as an off-putting odor or a change in color, it's best to discard it. :)



Anne at - Reply

One of my favorite masks is the Green tea mask. My skin looks and feels just great after using it



amina yousef at - Reply

aloe vera gel is an all in one beneficial product. it really do wonders on my skin.. i'm using preethys boutique aloe vera gel.. which soothes my skin and always give me a fresh soft look...



Akua at - Reply

Wow, simple and concise. Aloe Vera, evergreen for the body



Glozbeey at - Reply

Just figured out that if you have chronic skin conditions like fungal & bacterial infections, eczema, acne, dandruff etc. stop using soap, shampoo & lotions & use aloe all over & in orifices every day it completely cures you.



Othniel at - Reply

Pls I've been using aloe vera on my face for a while but rashes are forming and I don't know what to use for my skin



franka at - Reply

Hi there! We are so sorry to hear that! As mentioned aloe vera is photosensitizing, it is necessary to be careful when using it during the summer, for that reason we would suggest to consult with a doctor.



Vilvah at - Reply

I found this article very useful. I'm excited to try using aloe vera in my own skincare routine! But what should I do with raw aloe vera or cold-

processed aloe vera gel product?



dora at - Reply

Hello Vilvah!

We are glad you found the article useful! When deciding between raw aloe vera and a cold-processed aloe vera gel product, it ultimately depends on your preferences and skincare needs.

Consider your lifestyle, convenience, and any specific skin concerns you have when making your choice. Both options can provide excellent benefits for your skin. :)



Fashionandstylez at - Reply

I found this article very useful. I'm excited to try using aloe vera in my own skincare routine! But what should I go with raw aloe vera or cold-processed aloe vera gel product?



dora at - Reply

Hi there,

Excited to start with aloe vera in your skincare routine!

For simplicity, go with cold-processed aloe vera gel—convenient and often retains key nutrients.

If you prefer a hands-on approach, raw aloe vera gives you control but requires extraction. Consider your skin sensitivity and convenience in making the choice.

Enjoy the skincare journey!

Leave A Comment

Comment...

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Wave Goodbye to 'Lunch Lady Arms' with 3 Easy Tricep Exercises
Frizz-Free Living: The Top Hair Straightening Methods Ranked

Wave Goodbye to 'Lunch Lady Arms' with 3 Easy Tricep Exercises



Frizz-Free Living: The Top Hair Straightening Methods Ranked





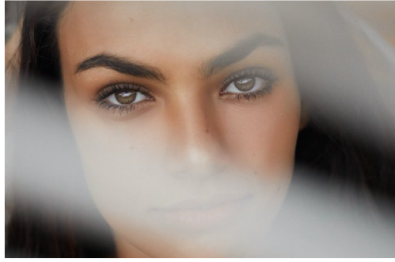
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Hydrafacial Eye Perk: \$45.00

Utilizing the rejuvenating Eye Replenishing Serum, the Perk™ Eye Treatment awakens and brightens the delicate skin underneath your eye. The serum contains a blend of green tea extract, arnica flower extract, citric acid, and earth mineral peptides. Green tea and arnica extract hydrates, refreshes, and soothes your skin. Citric acid brightens and evens out skin tone. The mineral peptides encourage collagen production to give you a more youthful appearance.

Includes a 30 day take home vial

BOOK NOW



Hydrafacial Lip Perk: \$45.00

You can schedule the Perk™ Treatment in addition to any HydraFacial or by itself.

The Perk™ Lip Treatment gently exfoliates, plumps, and hydrates your lips. Peony, peppermint, and aloe leaf extract are the key ingredients. Peppermint extract naturally plumps your lips while peony and aloe leaf extract **moisturize** your skin.

Just like the Eye treatment, you'll receive the vial from your service. This take home vial contains enough serum for 30 days and is travel-friendly

BOOK NOW





GLQ2FACIAL
by geneo

Balance Facial

Clarify & Balance

Features bamboo charcoal and willow bark to treat oily, acne prone skin.

 Removes Dirt and Impurities

 Treats Acne

 Minimizes Oil Production



HOW IT WORKS



I Am Clear: Acne Facial: \$175.00

Appointment Duration: 75 Min

Designed specifically for those experiencing acneic skin conditions, if your skin is in need of special attention, such as extractions and skin sloughing, than this is the treatment for you.

The Clarity includes extensive clarifying and purifying techniques to leave your skin with an even complexion, and a smooth texture. We recommend this treatment to be completed in a series.

BOOK NOW

Fire & Ice iS Clinical™ Facial: \$165.00

Legendary Fire & Ice Facial is a skin treatment designed to safely resurface and rapidly rejuvenate the skin.

Using two incredibly effective masks, the Fire & Ice resurfacing facial is designed to rapidly and safely produce remarkable results with little or no downtime. Reduce the appearance of fine lines and wrinkles while improving the appearance of uneven skin tone and blemishes, resulting in a more youthful complexion.

BOOK NOW

I Am Bespoke Facial: \$155.00

Appointment Duration: 60 Minute

Client-customized facial includes cleansing of the skin, and facial analysis, steaming, facial massage, and customized masks. Great for those who want a more traditional facial tailored to their skin concerns.

Feeling overwhelmed, lost, or uncertain about your skincare needs? Sign up for our free 15 minute consultation

Our friendly team of aesthetic specialists will provide personalized advice and guidance to help you make informed decisions about your skincare needs.

Whether you prefer an in-person, phone, zoom or FaceTime consultation, we are here to answer any questions you may have and recommend the best treatment options for you. From peels and Hydrafacials to facials and product recommendations, we



GLQ2FACIAL
-geneo


Glam Facial

Boost & Firm

Features gold, silk amino acids and rosehip oil to prevent and reduce early signs of aging.

 Enhances Collagen Regeneration

 Improves Elasticity

 **Increases Moisture**



HOW IT WORKS





GLQ2FACIAL
-geneo

Hydrate Facial

Refresh & Replenish

Features blue spirulina and hyaluronic acid to treat dry, dull skin.

Improved Skin's Moisture Retention

Enhances Hydration and Firmness

Strengthens Skin Barrier



HOW IT WORKS



The Perfect Peel™ + Brightening PLUS Booster: \$350.00

MUST BOOK FREE CONSULT FIRST

This Booster is an excellent addition for treating stubborn Hyperpigmentation including melasma, thick, oily or resilient skin, Actinic Keratosis, and age spots on hands, arms and chest.

[BOOK NOW](#)

The Perfect Peel™ with Clear Acne Booster: \$330.00

The Perfect Derma Clear booster for acne contains Benzoyl Peroxide, Glutathione, TCA, Retinoic Acid, Salicylic Acid, Phenol, Hydrocortisone and Vitamin C. This booster is an excellent addition for patients with moderate to severe acne or acne scars on the face, chest, back or any body area.

[BOOK NOW](#)

The Perfect Derma™ Peel: \$295.00

The Perfect Derma™ Peel is a medium-depth painless chemical peel. This medical-grade peel is considered safe for all skin types and can provide beautiful results for patients of all ethnicities. The Perfect Derma Peel is composed of four different acids—TCA, retinoic, salicylic, and kojic—and also contains vitamin C and glutathione, an antioxidant that provides a healthy skin glow.

[BOOK NOW](#)

The Perfect Peel™ - Pro Clinical Peel: \$150.00

Light Peel: Pro Clinical Peel features a powerful, clinically proven blend of Glycolic, Lactic, Salicylic & citric acids along with Glutathione, antioxidants for a fresh, more youthful appearance. Pro Clinical Peel can be applied every 2 weeks, or as recommended by a skin care professional.

[CLICK HERE](#)



MENU Drugs & Medications > Benzoyl Peroxide Gel

Benzoyl Peroxide Gel - Uses, Side Effects, and More

COMMON BRAND(S): BENOXYL, BENZAC AC, BENZAC W, BENZAGEL, BREVOXYL, DESQUAM, EPSOLAY, FOSTEX, LAVOCLEN-4, LAVOCLEN-8, NEOBENZ MICRO, PERSA-GEL, TRIAZ, VANOXIDE, ZODERM

GENERIC NAME(S): BENZOYL PEROXIDE



Uses

Side Effects

Precautions

Interactions

Overdose

Images

Reviews (49)

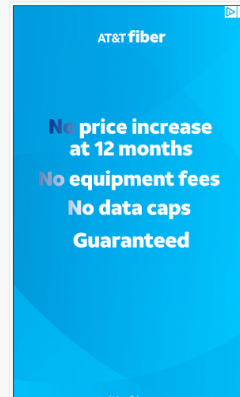
Uses

Benzoyl peroxide products are usually used to treat mild to moderate acne. When used to treat acne, benzoyl peroxide works by reducing the amount of acne-causing bacteria and by causing the skin to dry and peel. Some brands are used to treat a certain skin condition called rosacea. Benzoyl peroxide may help to decrease symptoms caused by rosacea, such as pimples and bumps on the face. Check the ingredients on the label even if you have used the product before. The manufacturer may have changed the ingredients. Also, products with similar names may contain different ingredients meant for different purposes. Taking the wrong product could harm you.

How to use Benzoyl Peroxide Gel

Read the Patient Information Leaflet if available from your pharmacist before you start using this product and each time you get a refill. If you have any questions, ask your doctor or pharmacist.

Before using this product to treat acne for the first time, check if you are allergic to



CONSULTATIONS

Virtual & In-Studio Sessions

Skincare consultations are a great way to ensure that your at-home regimen is the most effective in keeping your skin healthy and glowing. During our consultations whether Virtual or In-Studio, you and your esthetician will evaluate your skin conditions, lifestyle, products you currently use, as well as your skin goals. You will then receive a customized product prescription with instructions. Half of the cost of each consultation goes towards a product credit on our website.

[BOOK YOUR CONSULTATION](#)

CURATED CONSULTATIONS TAILORED TO YOU

We believe that the key to beautiful skin is a long-term approach that incorporates a seasonal skincare routine and a healthy lifestyle rather than short-term quick fixes. It is important to use the correct products and applications to keep skin in optimal health. Our consultations allow anyone, anywhere to get the best advice from our team of experts.

THE STUDIOS ^

New York City

Dallas

LOCATION

SERVICES v



TEAM

COVID-19



VIRTUAL CONSULTATION WITH JOANNA CZECH

\$650 | 60 Minutes

When you purchase a 60-minute virtual consultation, you and Joanna will discuss your skincare goals, analyze and evaluate your skin condition. After your consultation, you will receive an email with a customized at-home skincare routine tailored to your needs. Half of the cost goes towards a product credit on our website.

[BOOK APPOINTMENT](#)



VIRTUAL CONSULTATION WITH JC ESTHETICIAN

\$350 | 30 Minutes

When you purchase a 30-minute virtual consultation, you and your esthetician will discuss your skincare goals, analyze and evaluate your skin condition. After your consultation, you will receive an email with a customized at-home skincare routine tailored to your needs. Half of the cost goes towards a product credit on our website.

[BOOK APPOINTMENT](#)



IN-STUDIO CONSULTATION WITH JC ESTHETICIAN

\$350 | 30 Minutes

When you purchase a 30-minute consultation, you and your esthetician will discuss your skincare goals, analyze and evaluate your skin condition, and design a customized at-home skincare routine tailored to your needs. Half of the cost goes towards a product credit in the studio.

[BOOK APPOINTMENT](#)

UNITED STATES (USD \$) ^



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The Hand Cream

\$20.00

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THE STUDIOS

Joanna Czech NYC Studio

THE STUDIOS



LOCATION

SERVICES



Facial Treatments

Body Treatments

Brow and Lash

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About Our New York Studio

We are happy to announce that our New York Studio is open for all services. We are located at 34 Howard St, 2nd floor

Facial Treatments

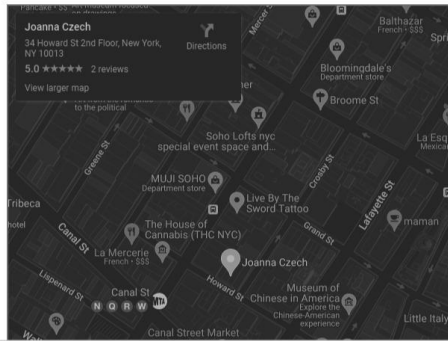
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34 Howard St
2nd Floor
New York, NY 10013

Mon - Sunday 10am - 7pm

212-464-7303

Facial Treatments

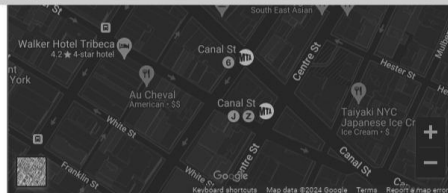
Body Treatments

Brow and Lash

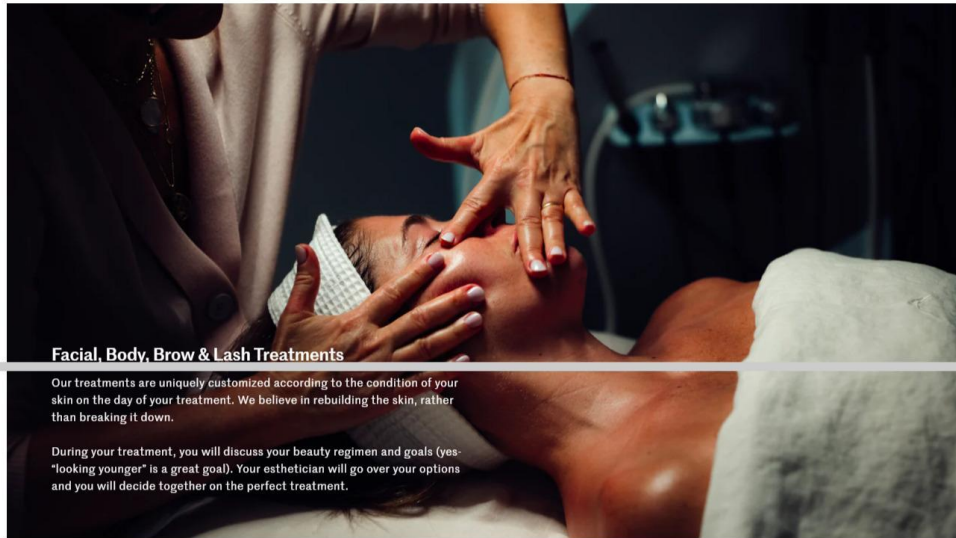
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[BOOK AN APPOINTMENT](#)



Facial, Body, Brow & Lash Treatments

Our treatments are uniquely customized according to the condition of your skin on the day of your treatment. We believe in rebuilding the skin, rather than breaking it down.

During your treatment, you will discuss your beauty regimen and goals (yes- "looking younger" is a great goal). Your esthetician will go over your options and you will decide together on the perfect treatment.

Facial Treatments

Body Treatments

Brow and Lash

Consultations

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FACIAL TREATMENTS

LED Facial	60 Min	Enhanced LED Facial	90 Min
\$450		\$650	
<p>The 60-minute LED Facial is an abbreviated version of our signature treatment. It is completely customized to each client's skin on the day of treatment, and no two facials will be exactly alike.</p>		<p>Our signature treatment is completely customized to each client's skin on the day of treatment, and no two facials will be exactly alike. We combine manual massage with our vast array of technological modalities to lift, sculpt, depuff, and hydrate, leaving your skin fresh and glowing.</p>	

Ultimate Facial with Joanna 75-90 Min

\$1,250

The Ultimate Facial is Joanna Czech's signature service. Completely customized to your skin's needs on the day of treatment, Joanna will combine her famous manual massage with our vast array of technological modalities to lift, sculpt, depuff, and hydrate, leaving your skin fresh and glowing.

Facial Treatments

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BODY TREATMENTS

Body Massage Therapy

1 hour

\$250

Rejuvenate from head to toe with our custom-tailored body massage treatment. Utilizing Swedish massage techniques, deep tissue stimulation and trigger point therapy, our massage therapist will thoughtfully address any bodily discomfort or tightness you are experiencing. This 60 minute massage will aid in the relief of tension, increase range of motion, and improve circulation for a glowing, relaxed appearance.

Neck & Décolleté Treatment

60 Min

\$450

The Neck and Décolleté Treatment is completely customized for each client to treat the delicate skin below the chin. This area is prone to laxity, wrinkles and pigmentation, and our targeted treatment will address each clients' specific concerns.

Upper Body LED

60 Min

\$700

Body LED is our signature body treatment, utilizing the same technologies as our LED facials. This treatment addresses the upper body (front and back of arms and décolleté).

Lower Body LED

60 Min

\$700

Body LED is our signature body treatment, utilizing the same technologies as our LED facials. This treatment addresses the lower body (buttocks and thighs).

Abdomen Treatment

60 Min

\$700

The Abdomen Treatment is the perfect complement to Body LED, our signature body treatment. Utilizing the same technologies as our LED facials, this treatment addresses the midsection.

Back Treatment

60 Min

\$450 / waxing add-on \$50-\$90

Our Back Treatments are ideal for any client who wants a deep cleanse, or to reinvigorate tired skin. As with our facials, the back treatment is customized to your needs. A thorough cleanse with steam and extractions is the first step in clearing acne, and is enhanced with Ultrasound and antibacterial blue LED. Skin can be revitalized with a peel or targeted mask, and strengthened with collagen-stimulating red LED therapy.

Facial Treatments

Body Treatments

Brow and Lash

Consultations

TEAM
COVID-19

MyoContour Body Treatment Add-On	60-90 min
\$250 / body part	
Sculpt, tone and firm with our new studio service offering, an add-on that utilizes an infrared wrap combined with microcurrent that simultaneously detoxifies, sculpts and stimulates muscle tone. It also activates adenosine triphosphate (ATP) production, which drives the creation of structural collagen and elastin. Choose your belly, arms or legs, (or all 3) when you book your next facial.	

BROW AND LASH ^

Brow Shaping	30 Min	Brow Tinting	30 Min
starting at \$75		starting at \$50	
With an appreciation for natural looking arches, our team opts to tweeze rather than wax.		Our team has an impeccable eye for color and uses subtle, gray-based tints so that brows never look painted on.	
Eyelash Tinting	30 Min		
starting at \$75			
Our team considers your hair and skin tone to select the appropriate color to enhance your own lashes, for a subtle yet noticeable effect.			

Facial Treatments
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CONSULTATIONS ^

For all consultations you and your esthetician will discuss your skincare goals, analyze and evaluate your skin condition, and design a customized at-home skincare routine tailored to your needs.	Virtual Skincare Consultation with Joanna Czech	60 Min
	\$650	

Half of the consultation cost will be issued as a credit to shop recommended skincare products in studio or online at JoannaCzech.com

Virtual Skincare Consultation with JC Esthetician	30 Min	In-Studio Consultation with JC Esthetician	30 Min
\$350		\$350	

COVID-19 PROTOCOLS

UNITED STATES (USD \$) ^



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The Hand Cream

\$20.00

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- Redness (3)
- Slimming (1)
- Cellulite (3)
- Dehydration (3)
- Age Prevention (6)

EXCLUSIVE

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JOANNA CZECH SKINCARE
The Face Wash Pads
1 Pack Size / \$38.00



JOANNA CZECH SKINCARE
The Dry Massage Body Brush
1 Size / \$39.00

JOANNA CZECH SKINCARE
The Cashmere Edit
1 Pack Size / \$525.00



JOANNA CZECH SKINCARE
The Face Mask
2 Pack Sizes / from \$30.00

JOANNA CZECH SKINCARE
The Pouch Pocket
1 Color / \$20.00



JOANNA CZECH SKINCARE
The Cleansing Wipes
2 Pack Sizes / from \$30.00

JOANNA CZECH SKINCARE
The Cotton Squares
2 Sizes / from \$28.00



JOANNA CZECH SKINCARE
The Balm
1 Size / \$230.00





JOANNA CZECH SKINCARE
The Cream
1 Size / \$210.00



JOANNA CZECH SKINCARE
The Soothing Serum
1 Size / \$275.00



JOANNA CZECH SKINCARE
The C+ Serum
1 Size / \$340.00



JOANNA CZECH SKINCARE
The Toner
1 Size / \$55.00



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1 Pack Size / \$1,250.00



JOANNA CZECH SKINCARE
The Protective Edit
1 Pack Size / \$100.00



JOANNA CZECH SKINCARE
The Limited Edition 'Checked Out' Sleep Mask
1 Color / \$150.00



JOANNA CZECH SKINCARE
The Hand Sanitizer
1 Size / \$28.00

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JOANNA CZECH SKINCARE
The Japanese Terry Bath Wrap Set
1 Size / \$450.00



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eGift Card - ONLINE ONLY
6 Values / from \$50.00



JOANNA CZECH SKINCARE
The Facial Massager
1 Size / \$189.00



JOANNA CZECH SKINCARE
The Back Wash Pad
1 Color / \$55.00

EXCLUSIVE



JOANNA CZECH SKINCARE
The Body Wash Pads
1 Pack Size / \$49.00



JOANNA CZECH SKINCARE
The Minis Edit
1 Pack Size / \$195.00



JOANNA CZECH SKINCARE
The Toner Trio
1 Pack Size / \$135.00



JOANNA CZECH SKINCARE
The Body Edit
1 Title / \$100.00



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The Hand Cream

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Spa Services

My hope is that each of you leaves with a completely unique experience, one that was high-quality, personal, comfortable, and helpful, a complete, five-star experience that you remember and benefit from for days and weeks afterward.

Because you deserve that.



Aspen Spa Packages

The Heaven on Earth spa experience is one that is created for YOU — to meet your needs and wants. Spa Packages are a way for you to take that much-needed time out and give yourself the care that you need. Select one of our packages or [Contact Pila](#) to discuss your fully customized Day Spa package today!

[View Packages](#)

BOOK NOW

Aspen Facial Therapies

The Clinical and Spa approach to facials meld together for the perfect facial experience. Find out why Heaven on Earth is known for the best facial in all of Aspen.

[Learn More](#)

SCHEDULE APPOINTMENT



Aspen Massage Therapies

Everybody is different, so I know that every BODY is different too. I have studied the art of massage therapy for years to be able to bring you some of the best and most unique massage services available for your body.

[See More](#)

BOOK NOW

Virtual Consultation

Heaven on Earth designed the Virtual Skincare Consultation because you want to improve your skincare routine or continue your homecare after their facial. The Virtual Skincare Consultation is ideal for when you don't have the time for an in-person appointment, or need to know who to trust with their skin concerns. Discover the ultimate solution to your skincare needs with a personalized Virtual Skincare Consultation.

[Learn More](#)

[SCHEDULE APPOINTMENT](#)



Testimonials

★★★★★

Have you experienced the Pila Effect? Pila's massage and facials are a one of a kind experience. She has a true gift in her art and is able to attune to my body and its needs while putting me in a deep state of relaxation. She is also keeps on the cusp of new trends such as with her cannabis massage. I have had 4 back surgeries and after using her extra strength cannabis creme at home and allow me to get through my day without any pain. Once you've experienced one of her massages or facials you will understand the Pila Effect.

— Mott Thompson

← | →

★★★★★

Pila is such a wealth of skincare know evident in everything she does. I am s Earth virtual facial! It was a great way well-deserved treat during a time wh otherwise have been nearly impossibl Techniques. I misplaced my stone for Thank you for being the innovator you

— Dede C.

OVERVIEW

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CosmetologistLife.com

Career Help for Hair Stylists



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- BEAUTY CAREER TECHNIQUES - BEGINNER**
- Beauty Career Tips for Beginners to Grow Your Income
- Professional Hair Stylist Etiquette
- Beginners Guide to Building Clientele for New Haircutters

Selling Retail in a Salon, for New Hair Stylists (and links for seasoned stylists)



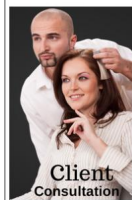
Selling retail in a salon is now part of your job. Like it or not, it is in your job description.

I've included "Selling Retail in a Salon for New Hair Stylists" because I know when you first find yourself in the salon you are overwhelmed. Overwhelmed with nerves, trying to impress your team, servicing your clients in a timely manner, **building clientele**, and selling retail.

I can't help you very much with the nerves. The only way to get through it is to **GO** through it.

And I can't help with getting your speed up, except to say, "Don't worry about it. You will be there very soon and everyone goes through the same thing."

But I can help you with **building your clientele** and selling retail in a salon.



cosmetologistlife





- Selling Retail for Beginners
- Salon Upselling: How to Buy a New Car
- BEAUTY CAREER TECHNIQUES - ADVANCED
- One Path to Big Money
- Best Hair Stylist Formula for Success
- Personal Branding to Skyrocket Your Cosmetologist Career
- Personal Branding Plan
- Top Hairstylist Retail Tips
- Your Healthy Cosmetologist Career
- SALON HELP
- Salon Retail Ideas
- Salon Retail Contest Ideas that Pump Up Your Stylists & Sales
- COSMETOLOGY SCHOOL
- Top 10 Reasons to go to Cosmo School
- Cosmetologist Salary: What to Expect
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- Cosmetology School Hours by State
- Make the Most of

RETAIL

ON

More Retail

Salon Retail Ideas

Build a Retailing Culture

Create a Culture in the Salon

Product to Kids

Salon Retailing to Kids

RETAIL contest IDEAS

Drive Salon Retail Now

First Know Why Selling Retail in a Salon is sooooo Frickin Important

Every time a client purchases a product there is a 30% increase in the likelihood that they will return to the salon where it was purchased.

Retail Sales are your Highest Profit Margin in the Salon.

35-40%

1. Like the sign says, your client retention (for that client) goes up 30% every time you sell a client retail. So that alone is a client building technique.

2. Retail has a much higher profit margin to the salon than service sales do. Selling retail in a salon increases the salon's bottom line. This means you are helping grow the salon and helping it succeed. This is job security.

Did you know that 85% of Salons FAIL?!

3. Using and selling retail in a salon makes you look like a



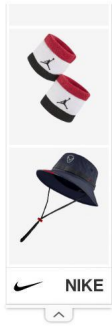
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How to Sell Nioxin in the Salon

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In order to stay healthy in your cosmetology career you need to be proactive.

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Professional Hair Stylist: One Path to Big Money



The path that so few professional hair stylists take and are missing out on is "Socialising" Why

"miracle worker" to your clients. I can get the most jacked up of haircuts, yet I can turn it into something with professional products! Doing this for your clients makes you the Genius.

4. Selling retail in a salon is part of the service. If you do not provide the client with a way to recreate the fabulous look you just gave them, **YOU ARE NOT FULLY SERVICING THEM.** Selling them retail for style maintenance is doing them a favor. You are the professional and know what is best for their hair. Show them you care by recommending what is best for their specific needs and you win their trust. Win their trust and you have a fan. And fans pay your bills.

Beachfront for the whole fam

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5. I mentioned job security, right? Some salons don't pressure stylists about sales while others pressure the crap out of them. Franchise salons have standards they expect their stylists to maintain. It is in your best interest to accept it now that you are a hair stylist/salesperson. Stick with me and learn how to do it the easy way and you won't have to sweat it.

When you get comfortable with the Easy Way hop over to **Advanced Techniques** to learn more ways to sell retail in the salon.

Now You Have the Why, Let's Learn the HOW's to Selling Retail in the Salon

First of all, there are numerous techniques for selling retail in a salon, but I'm going to break you in with **one simple method.**

Most stylists do not like this part of the business. I call it the ugly

Retailing Culture



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not do the service you love AND make great money!

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step sister of the beauty industry! However, I believe in making things easy on ourselves.

So for those of you that are *not natural born salespeople*. I will ease you into retail sales gently and teach you *my #1 successful method* that any new stylist can do.



The 4-1-1 Method, developed by Yours Truly

Oh, you are going to love this!

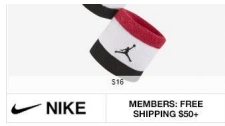
The 411 Method is based on "educating" clients rather than "selling" clients. This method makes them ask you if *you* carry the product.

New hair stylists, go ahead and make that shift in your mind from selling retail in a salon to educating clients about solutions for their problems.

Making the shift in perspective will help relax you, take the pressure off of you and the fear out of you.

We are going to "educate" our client all along the service. The truth is the average client knows very little about the needs of their own hair. But they know what they DON'T like about their hair. *Everyone has a challenge that you can meet.*





You are not a salesperson, you are a problem solver!

1. Get Your GO-TO Products

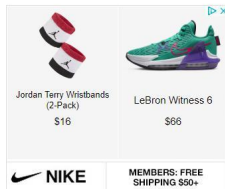
From the product lines of your salon, choose 4 styling products that you absolutely believe in. These are your go-to products, the ones you can't live without. Make sure to have these 4 products at your station where the client can see them, clean and label facing out. Why are we doing this?

Because you have to be SOLD to Sell!

Also pick out your go-to shampoo, conditioner and treatment.

Enthusiasm is contagious! And passion shows through your body language and speech. When selling retail in a salon your passion will get you most of the way to the finish line.

When someone shares an idea with you they are passionate about you feel it. It's very easy to get you on board with their idea, isn't it?



THAT is why we are choosing the 4 products that you firmly believe in. Because these magic 4 will be easy for you to talk



about.

My suggestions? Get a product for each need. Like don't get 2 different hairsprays because you can't decide. Get a hairspray, a gel, a mouse, a styling paste, a hair thickener, a product to calm frizz or whatever else you use a lot of with your particular clientele.

There is nothing magical about having 4 products as opposed to 7. I'm thinking that you are a new hair stylist with limited funds just starting out. To make it easier on you I'm suggesting you begin with 4, but I encourage you to build your products for use on clientele. My take away is get a few products that you absolutely LOVE.

2. Begin with the consultation. Selling retail in a salon begins with a quality consultation. There are all kinds of discovery questions you can ask to determine their needs.

What do you like most about your hair?

What do you like least about your hair?

Do you have any specific concerns about your hair?

Is there anything about your hair that I can help you with?

DO NOT ADDRESS THE REMEDY UNTIL LATER IN THE SERVICE. FOR NOW WE ARE GATHERING INFORMATION TO FORMULATE A PLAN.





Doing a quality consultation is valuable in so many ways. They will come right out and give you problems to fix. **THEY WANT SOLUTIONS!** Don't you? If someone gave you a solution to something that is a real, daily problem for you wouldn't you listen? So will your client. You are the professional they are paying. You are building a relationship. Don't be afraid to speak up.

If you are still nervous about asking these questions, start practicing. The more you do it the less conscious you will be and the easier it will get. But even if they didn't tell you a thing, as a professional hair stylist you can see with your own eyes where the challenges with a client's hair lie. If you can spot it, I promise it is a concern to them.

For Example:

Is the hair thin? They need volume.

Is the hair too thick? They may need a heavy product.

Is the hair dull? They need condition and shine.

Is the hair frizzy? They need frizz control.

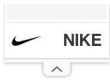
Is the hair too dry? They need moisture.

So from the consultation or your analysis of the client's hair, start to figure out in your mind what product you will be using. Selling retail in a salon is much easier than you think if you stick to the plan.

Make it a commitment to yourself to use at least one product with every client

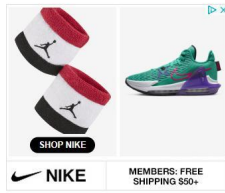
3. Educate your client

Educate your client every step of the way. Communication is a common weakness in the salon. Stylists get into their groove, talk about "stuff" with their clients and neglect the real reason



the client is there. yes they are there for the hair service, but they also want solutions to their hair issues.

Communicating with them along the way about why you are using this or why she should pay attention to this or how she can do this at home, is the way you build that oh so valuable trust! And trust is essential to selling retail in a salon.



During the consultation you find out an issue and repeat it back to her. This way she knows you are listening and have "heard" her.

ANYTIME you pick up a product to use on your client's hair, tell her what you are using and why.

Example:

"Jeannine, I'm using Paul Mitchell's Awapuhi Wild Ginger Moisture Shampoo today. Your hair feels dry and needs some added moisture. It has an intoxicating fragrance and is sulphite free so it won't strip your color. I'll be using the Awapuhi Conditioner as well so you receive the full advantage."

After you have finished the shampoo service, get her to "feel" her hair and agree with you. "Doesn't your hair feel so much better?" You are smiling and she is running her hands through her hair. She has every reason to agree with you. Ta-da, you are a genius! And you got a yes.

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4. The 4-1-1 Method!

It's been my experience that people get in ruts with their hairstyle. Especially older clients.

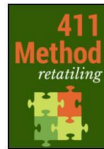
I had a 70 year old lady recently that had a buzz cut. Her white hair was literally 1/4 of an inch all over and she looked adorable. She wanted to purchase hair spray! I asked her why. She told me that her hair is fine and she needed the hold.

I said, "Does it do anything different..... ever?? Sweetheart, you don't need hairspray, you are just addicted to hairspray! You have been using it for so long you can't put it down."

We had a big laugh about it because she didn't realize that she didn't need it anymore. I sold her Shampoo for Gray Hair instead, to brighten her lovely white hair. Do you think I built trust with her? You bet I did. She said I would see her and her sister next month and we set a date. Bam, 2 new clients because I met her needs and she now trusts me.

Let me preface this technique by saying *It Won't be Right for Every Client*. However, you can use it often enough to see the difference in your sales.

The 411 stands for 4 Hairstyles from 1 Haircut and 1 Product.





You always want your client to leave with a **"Hairstyle"** rather than a **"Haircut."**

If you give them just a haircut you are not fully servicing them.

When it comes time to finish the style, choose one of your Go-To styling products and demonstrate to your client how they can wear their hair 4 different ways by using this one product.

You will blow their minds! (I love blowing minds when I'm selling retail in a salon. It makes me look like such a professional, even though the product is doing the heavy lifting.)

Few experiment with different looks. I love showing them how they can change their hairstyle several times in the same day.

- Ask them what types of product they usually use.
- **Choose a different** type of product for today's style.
- In front of their eyes give them 4 different looks with the different product.

Example: Jeannine is 30 years old with a mid-neck bob cut. She has fringy bangs and usually uses mouse in the morning. She blow dries her hair and does nothing else to it.

"Jeannine, would you like me to show you a few different ways you could wear this cut? Ok, great! I know you usually use mouse for volume. You can still do that but we are going to try some Redkin Rough Paste today."

(Get the Rough Paste and demonstrate how much you are using. Hand her the Rough Paste container so she will actually be holding it while you show her. This helps her take mental ownership of the product. It's called Touch Marketing. Educate her throughout the demonstration. Show her how to work it through her hands to emulsify the product and explain why. Work the product into the parts of hair needed and start styling.)

"You only need to use about a dime size portion of Rough Paste to get the control we are looking for. Since you usually wear



your hair with a center part we will start there. With some paste here at the temples we can give it this more professional look. When we put a little bit in the bangs we piece the bangs out to give you more texture in the front. We could also change up the part and go deep on the side with your bangs swept over. Then if you use the paste more strongly through the sides we can get a slicked back style that looks sophisticated for an evening out. You can also use it in the crown to give you increased volume and hold. All of these looks out of one product. If you used it every day it would last a couple of months. What do you think?"

And she will say, "Wow, I never knew my hair would do all that!" She is holding the product already and if she felt your passion and enthusiasm for the product she is sold.

5. Close the Sale

At this point, asking for the sale is EASY. She is a fan! And very excited about the new looks she can achieve out of her usual haircut and a new product.

"Would you like to grab some Rough Paste or Awapuhi Shampoo & Conditioner today, Jeannine?"

She will most likely say yes, to at least one of them. But if she doesn't, it doesn't mean you have failed. It's probably only because she doesn't have the money today.

So tell her this:

"Ok. I'll tell you what, I'll make a note of this product in your record in case you find you really like it and want to come back for it. That way we won't have to guess what it was I used!"

Easy Way to Selling Retail in a Salon: RECAP

1. Get 4 Go-To Styling Products, plus Go-To Shampoo/Conditioner



2. Consultation with Discovery Questions

3. Educate Client with Every Step

4. Use the 411 Method, 4 Hairstyles from 1 Haircut and 1 Product

5. Close the Sale



Do You Feel the HOPE?

You CAN be successful at retail sales! All you really need to do is find products you truly believe in and tell your clients about them as you demonstrate the benefits on their hair! Easy, breezy.

Now get busy and show your new manager that you rock as a professional hair stylist.

Selling retail in a salon isn't the boogie monster it used to be. You got this.

Do you have an awesome salon retailing tip?

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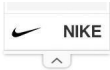
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March 13, 2023

How Salon Retail Can Maximize Your Productivity And Revenue

Although the amazing services you provide your guests will be a major revenue stream for your salon, you can't afford to forget about retail sales. A great salon retail strategy can help you meet your revenue goals, develop more points of contact with your guests, and take your beauty business to the next level.

In this article, we'll go over the steps you need to take to crush your salon retail goals.

CALCULATING YOUR OPTIMAL SALON RETAIL REVENUE

Heath Smith, co-owner of Ruiz Salons in Austin, Texas knows a thing or two about maximizing a salon's productivity for every square foot. A large part of that equation is leveraging your salon retail approach at every step of your guest's journey.

Smith explains, "We have two revenue streams that are equally important—service and retail. When we look at revenue per square foot and efficiency, consider them both. Every part of your space should be producing income—including retail."

The formula to determine the percentage of revenue that retail should be bringing into your business will look like:

$$\text{Total Retail Sales} \div \text{Total Revenue (Service and Retail Sales)} = \text{Percent of Revenue}$$

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Smith notes that 12%-15% is the average percentage most salons calculate for retail revenue, but he prefers to be more aggressive in his salons.

"I like retail to be 20% or better. For over a decade, I've made sure that the revenue stream is as strong as possible, and it has been as high as 25%."

Also, don't forget to exclude gift certificates or memberships—anything paid for in advance that can skew the formula—from your calculations.

RETHINK YOUR INVENTORY PROCESS

To make sure you're capturing the best goals for your retail strategy, it pays to spend some time with your [inventory process](#) first.

The first step is to properly categorize your inventory and services. As we noted, gift cards and other future purchases should be removed from your retail category. Smith further emphasizes the importance of creating categories for every item of retail inventory, such as:

- Styling products
- Shampoos
- Conditioners
- Skincare
- Equipment
- Jewelry
- Makeup

Smith explains:

"You need as much transparency in retail as possible. It starts with how you organize products the moment they come in the door. And everything that leaves your salon must show up on a ticket. If you give away a promo from a manufacturer for free, it should show up on the ticket at \$0. And it will be in your inventory as costing \$0 and selling for \$0."

Why does it matter? Inventory must be assessed correctly or it could affect your property taxes. **Every state is different**, but property taxes are assessed on the items you own. Your inventory must accurately reflect that, so your salon software and accounting software are in sync and you aren't over or under-taxed.

While this process can seem overwhelming, salon software tools with built-in inventory management can effortlessly automate this process. SalonBiz allows you to track and edit your inventory on both desktop and mobile, creating one source of truth for your current inventory.

MAKE THE BEST USE OF YOUR REAL-LIFE AND ONLINE SPACES TO BOOST SALES

While you may immediately think that adding more retail space can lead to higher sales, the most common mistake Smith actually sees salon owners make is devoting too much space to retail. He explains:

"Be conscious about the amount of square footage you're allocating. It has to pay for itself. Every manufacturer has suggested square footage, but I like to keep it as small as I possibly can to still generate sales."

Once you've determined how much space you're allocating, make it visually pleasing. Stations cluttered with products aren't going to entice clients to buy. Smith advises:

"There's also no need to invent the wheel. Sure, products suspended from the ceiling look cool, but that's not the way to get clients to buy. Retail giants like Sephora and Nordstrom have figured it out—look at what they're doing and modify your space to do something similar."

Once you have these two goals in mind, this is how to make the best use of your retail spaces—both in your salon and online.

1. CREATE DISRUPTORS

One way to get clients' attention is with disruptors, like tables full of products they need to walk around to get to their stylist's station. Smith explains:

"You have to interact with that table. These launchpads are great, but there's still more you can do. Is there an opportunity to put candles in the changing room where guests put on robes? What about the restroom?"

If you're intentional with the products you put in these areas, these "disruptors" can be an effective calling escape for salon retail.



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6 SALON REFERRAL IDEAS TO GROW YOUR BUSINESS

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3 INSTAGRAM STORY IDEAS FOR HAIR SALONS

December 28, 2023



15 FUN AND FESTIVE SALON HOLIDAY MARKETING IDEAS

If you're interested that the products you put in these areas, these "staples" can be effective selling spaces for salon retail.

2. CHANGE UP YOUR DISPLAYS

For regular clients who are in your salon every four to six weeks, retail can become predictable, causing them to lose interest. Smith says choosing products that reflect your brand, but that aren't necessarily beauty items, helps combat retail boredom.

"Our brand is more classic and traditional, so we also carry several lines of jewelry and gifts that reflect that brand, I mix this all in so clients feel excited about looking at something new every time they come in."

And once Smith has triggered that buying impulse, it's much easier to sell the client beauty products as well.

3. KEEP YOUR STYLISTS FOCUSED ON RETAIL

You can create the perfect retail environment, but if your stylists aren't on board, you're losing sales. Clients who purchase products are more loyal and have a connection to the salon, and stylists are the people who connect them. Smith explains:

"Getting the right products with the right information into the clients' hands helps retain customers. We need to focus the service cycle on guests having an experience in our salons that includes retail."

But in today's tech-driven world, sometimes that service cycle gets cut short. If a guest checks out at the chair, it's a missed opportunity to present products at the front desk. Instead, you have to figure out other creative ways to get products in front of guests. That usually comes down to your stylists.

For example, at Ruiz Salons, Smith educates his team with **sales role play** and ongoing coaching to keep retail front and center in guest conversations.

4. BUILD OUT YOUR ONLINE SALON RETAIL SALES

If your salon has online sales, let clients know they have a trusted source where they can replenish their products. Sell the right products on your website, with either delivery or curbside pickup options.

Smith suggests:

"Choose the right manufacturer to bring you into the equation if you want to do online sales. We know we can't compete with the convenience of online sales, but we can be really compelling and amazing at delivering an experience in our space so we're the first place they buy it, and after that, they can replenish on our site."

But Smith says that's still not enough. And for those products easily available online and in big box stores, like blow dryers and flatirons, Smith says salons will shift away from carrying them as there's a push for more unique items that are not mass-produced.

"To stay competitive, owners must get creative in what they offer. If you have carefully curated products made specifically for your salon, there will be no comparison on Amazon. We need to do the homework and get the right products in our space that are interesting and priced well. Then get the team engaged, and engage our customers."

BUILD YOUR SALON RETAIL STRATEGY

Keeping retail front and center in your salon takes daily focus, but it's a huge part of your revenue stream, and there's always room for growth. It all starts with the correct use of space, proper inventory, an online retail approach, and an understanding of how much revenue you should expect from retail.

Want to revolutionize your salon retail experience and boost revenue? **Book a demo** with SalonBiz today to see how our salon management software can help!

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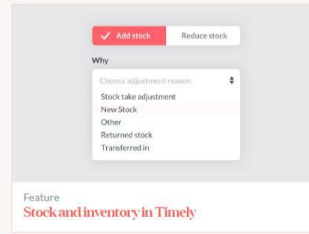
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Sarah Flutey
Head of Marketing at Timely

Instead of just selling haircuts and beauty treatments, salons often turn to retail products as a way to keep their clients happy and **increase salon profit margins**.

Many growing salons looking to make more money **focus on getting the right clients through the door** and providing solutions for many of their customer needs. Instead of just selling haircuts and beauty treatments, salons often turn to retail products as a way to keep their clients happy and increase profit margins.

Your customers go home happy when you sell them a product that will keep them looking on point while they're away. And in 5 minutes, you can make a nice profit by adding some retail to a customer visit. Everybody wins!

Larissa Macleman, a salon owner of 20 years, says that salons should aim for 15-25% of their revenue to be from product sales, but there are many "ifs" and "buts" to this. If your business is in a shopping mall, on the street, or in a non-traffic situation, results will be very different. Different countries have different retail expectations too.

SALON profitability

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For every 10 customers who come into your business, you should be aiming to sell half of them one product unit.

“There is another way to measure sales,” Larissa says, “and that is units. For every 10 customers who come into your business, you should be aiming to sell half of them one product unit. So a staff member should sell 5 units for every 10 customers.”

Unless you work with stylists who are already trained to sell products, you may need to provide some training and incentives to [get your staff started with sales](#).

Larissa found that educating clients, instead of selling to them, worked best. “I used to tell my staff to never put a product on a customer without telling them what it is, what it does, and why they are using it,” she said, and it was those conversations with customers that resulted in sales.

Simon Langford, owner of the trendy [Cherrybomb Hair](#) salon in Australia, motivates his staff to talk about the products they use by giving them a reason to do so. CherryBomb Hair is located in the “heart of the hippest district in Melbourne,” and while they also sell products online, in-store sales make a considerable part of their revenue. Every year, there is a performance bonus up for grabs where one of CherryBomb Hair’s eight staff get the opportunity to go on a return trip to the US.

Simon has also put all of his core staff on [percentage-based contracts](#) so that when they have a good sales day, it’s a win for the stylist and the salon. “They used to be on salary and they were very slack,” he said, “but now they earn more, work less and are extremely motivated.”

Of course the products you sell have a whole lot to do with the volume of stock you can move. Your staff, who will be selling the products most of the time, will always recommend their favourites, so it may be worth asking them which products they like before deciding what to sell. Both Simon and Larissa agree, saying that if staff don’t like and use the products themselves, they won’t push them.

It’s worth noting that you must take into account the individual customer’s preferences. Some

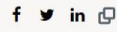
it goes without saying that you must take into consideration what your customers want too. Some products, like organic and natural ones, might appeal to your regulars depending on who your client-base is. Other products, like the L'Oreal range, are well known everywhere and will sell themselves.

It might take a while for you to figure out what products work well and how to steadily **increase your sales each month**. That's to be expected! Experienced salon owners say that listening to your staff and your customers, and coaching your stylists to talk about the products they use with their clients is what has gotten them the best results.

To know whether or not your sales efforts are going well, you need to be able to measure how much you're selling! **The reports in Timely booking software** will keep track of all of your sales, show you which products are popular, and which staff sell the most. **It's free for 30 days, so give it a try!**

Do you have any tips to share? Let us know in the comments below.

YOUR FRIENDS MIGHT ENJOY THIS



Published on September 25, 2019 in [Growing your salon's revenue](#)



Sarah Flutcy
Head of Marketing at Timely

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A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action to avoid your application abandoning. Follow the steps below.

- (1) **[Read the Office action](#)**. This email is NOT the Office action.
- (2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS) or the Electronic System for Trademark Trials and Appeals (ESTTA), as appropriate. Your response and/or appeal must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Otherwise, your application will be **[abandoned](#)**. See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- **[Check the status of your application periodically](#)** in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- **[Update your correspondence email address](#)** to ensure you receive important USPTO notices about your application.
- **[Beware of trademark-related scams](#)**. Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. Verify the correspondence originated from us by using your serial number in our database, [TSDR](#), to confirm that it appears under the “Documents” tab, or contact the [Trademark Assistance Center](#).

- **[Hiring a U.S.-licensed attorney.](#)** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.