



Lessons in Holistic Healing

If your focus is on whole body wellness and holistic skin care, there was no place better to be than the 2nd annual Beauty is More than Skin Deep conference, held in October by the Association of Holistic Skin Care Practitioners. The relatively new group and the event has grown quickly, partly due to such strong consumer interest in organics and professional emphasis on treating the whole body.

The association was founded by Elina Fedotova, an esthetician and cosmetic chemist who owns skin care clinics in Chicago and Kalamazoo, Michigan, and formulates and markets her own organic and holistic product line, Elina Organic Skin Care.

Speakers and topics at the event included Fedotova, who taught attendees how to formulate personalized moisturizers based on skin analysis; Dr. Chuck Ide, the director of Western Michigan University's Environmental Research Center, who spoke about toxicity from chemicals in the everyday environment; Dr. Shannon Plummer, doctor of Oriental Medicine and practicing esthetician who talked about a whole body approach to hormonal balance and skin care; and Marika Stokes, a skin care clinic owner, who offered business tips with a spiritual and wellness slant.

—Melissa Hill



Fedotova's lab includes hundreds of certified organic ingredients that she imports from all over the world, including Asia and Eastern Europe. As she mixes them, she slightly tweaks batches of each product according to the season.



Elina Fedotova with esthetician Marika Stokes.

Spiritual Marketing

Speaking on what she called **Spiritual Marketing**, Marika Stokes, esthetician for seven years and owner of Skinsense in Lafayette, California, shared an approach to her business that could help any salon or spa owner. Here are some of her tips:

- "You can take action to build your business through conventional marketing, but it won't work unless you're doing the inner work." That includes setting a daily intention, shifting the reality of how you treat your self by not giving credence to the inner voices of insecurity, and creating new truths that you repeat to yourself.
- "Focus on what you do and doing the best you can do. Comparing yourself to others is toxic."
- "In this business, there are ebbs and flows. Know when you are in that ebb that it's going to flow again. Fear creates negative energy, and you just have to know that it's going to change and be ok."
- "Acknowledge a fear and then move on. Don't dwell on it for days."
- "Look for networking opportunities and avoid isolation and burnout. It's important to be your own best ally."



When it comes to addressing the skin care needs of her clients, Dr. Shannon Plummer goes straight to what is often the root of the problem. "The first thing I look at is nutrition," she says. She has clients keep a food journal for four to seven days. "This tells me when they eat, what they eat, cravings, etc.—I can get a lot of information," says Plummer.