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NEW BEAUTY®

10 SECRETS TO STAYING
SEXY
AT EVERY AGE

30-SECOND FIXES FOR
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SKIN**

discover proven treatments
for the perfect complexion

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the ultimate age-defying
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GORGEOUS

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FALL/WINTER 2012
DISPLAY UNTIL DECEMBER 24



FARM FRESH:
**indigenous
ingredients**

ON-SITE STANDOUTS

1

Depending on their location, spas can have a serious range of on-site indigenous ingredients but these local standouts pop up on the menus time and time again.

fruits



Full of antioxidants, fruits are the go-to choice for full-body and facial treatments.

2

THE TOTAL EXPERIENCE

"Adding the fresh element connects guests to the spa's surroundings and creates a sensorial, total-health and beauty experience," says McCullough. "It makes the visit unique to that particular place—and that's what people want when traveling."

DID YOU KNOW?

According to a recent report by the Organic Monitor, natural and organic products have a 2 percent share of global personal care product sales, but in the United States, Germany and Austria, the market share is 10 percent.



THINK ORGANIC IS OVERRATED? THESE SPAS TAKE THE NATURAL TREND ONE STEP FURTHER, OFFERING FARM-TO-TABLE TREATMENTS THAT GO STRAIGHT FROM THE GARDEN TO THE SPA-GOER. "ORGANIC IS OBVIOUSLY HUGE IN THE SPA WORLD RIGHT NOW BECAUSE OF CONSUMERS' DESIRE FOR 'FRESH,' BUT FOR PROPERTIES THAT OFFER A TRUE HYPERLOCAL EXPERIENCE, IT'S REALLY A PHILOSOPHY THAT THE ENTIRE SPA REVOLVES AROUND," SAYS TESSA MCCULLOUGH, SPA DIRECTOR AT TWIN FARMS IN BARNARD, VT.

WRITTEN BY ELIZABETH RITTER

farm to treatment spas

lavender



Lavender (used whole or infused in an oil) balances and soothes the skin.

honey



Known as an antibacterial powerhouse, honey is a versatile skin-care ingredient.

basil



Basil has anti-inflammatories (in addition to vitamin C) that can help soothe the skin.

aloe



When applied to the skin, fresh aloe offers incredible anti-inflammatory benefits.

[MORE >](#)

SPAS FROM
around
the world

1

CARMEL VALLEY RANCH / UNITED STATES

sweet serenity

Named for the Native American word for eternal flower, **Spa Aiyana** is nestled in the Californian treetops overlooking Carmel Valley Ranch's rolling hills, fields of lavender and flowers, vineyard and abundant wildlife. The spa features a serene atmosphere that embraces The Ranch's beautiful natural setting—a theme spa manager Clint Wall also employs in the treatment menu. Inspired by four gardens (lavender, herb, Aiyana and alchemist), the treatment menu incorporates fresh herbs, botanical extracts and floral, aromatic and herbal oils. carmelvalleyranch.com



LOCAL TAKE HOME

Carmel Valley features its own all-natural product line, which is formulated using fresh ingredients like herbs and lavender from the 500-acre resort. Starting at \$20, carmelvalleyranch.com



honey



FRESH INGREDIENT

The spa uses lavender ground on the property in its treatments and also incorporates honey harvested from the resort's apiary of more than 60,000 Italian honeybees (beekeeping is a popular guest activity at Carmel Valley Ranch and the resort features three beehives), which the spa boasts as its most unique quality.