



THE MAGIC OF SCENT: USING ESSENTIAL OILS

The science of scent is one of the most effective ways to elevate mood and relieve stress. Essential oils and concentrated fragrances can give your clientele blissful, energizing and relaxing experiences.

Essential oils could more properly be called “concentrates,” because they are literally the essence of plants.

Distilled in a variety of ways, these chemicals are what make a flower fragrant or a savory herb whet our appetites. In fact, of all the senses, smell is the only sense in direct contact with the world. Every other sense is protected by skin or other body parts.

However, the olfactory nerve – the pathway that scent travels from our nose to our brain, is completely exposed to the air we breathe.

Scientists say that our sense of smell is the first fully developed sense in a newborn baby, and the last sense diminished by aging.

Because we are so sensitive to smell, a little essential oil goes a very long way. One to two drops of a pure essential oil is usually enough to enjoy a fragrance.

It is wise to avoid using undiluted essential oils directly on the skin, because they can cause a different reaction than when simply inhaling the fragrance.



Included in the Heavenly Soles Foot Care System, Backscratchers' new Aromatic Spa Drops are a palette of six scents, including Lavender, French Vanilla, Sandalwood, Eucalyptus, Balsam Fir and Sweet Orange. Available as a collection or individually, with a Blending Guide included.

Some oils, such as lavender, can be used quite safely on many different types of clientele. But concentrated essential oils and fragrances are chemicals and can cause undesirable side effects if they are not diluted – citrus oils generally make skin more sensitive to sunlight, and most oils and fragrances should not be used on children or pregnant women.

Diffusing a scent into a room or diluting into spa products are the best ways to reap the benefits of scent. Be sure to follow the directions included and be aware of any cautionary statements on packaging.

USING A DIFFUSER

Heat is the one of the most effective ways to disperse scent in a salon. Tabletop diffusers can be warmed with candles. Electric units are very popular, as are ceramic lightbulb rings that hold essential oils. Be sure to follow the directions on all diffuser products.

ADD TO MASSAGE LOTION

Use scent very sparingly – literally a single drop may be enough for a massage. Fragrance can last on a client's skin for hours after their service.

ADD TO FOOTBATH

Create a blissful client experience and enhance your salon atmosphere at the same time by adding a few drops of fragrance to the footbath. Your salon may wish to choose a signature scent, or you can offer a variety of blends or individual fragrances to your clients. Some salons develop a collection of signature blends, or theme their services – for example, offering aphrodisiac foot treatments for couples on Valentine's Day, or pre-wedding pedicure featuring feminine, stress-reducing scents.

ABOUT BACKSCRATCHERS SALON SYSTEMS, INC.

Backscratchers Salon Systems, Inc. is internationally renowned for manufacturing innovative, high-quality salon products. Founded in 1984, this privately held company was then-beauty school owner Jack Megna's answer to the industry's need for better and safer nail products. Today, Backscratchers' many award-winning products continue to make nail technicians' work easier, safer and more profitable.

Available worldwide, products include the award-winning Glass Glaze® Fiberglass & Silk Wrap System – the product that introduced fiberglass to the nail industry; YOU® SWITZERLAND VIP One-Phase Gel System, Extreme Powder Glaze® Acrylic Dip System, Accélawrap® Fast Brush-On System, Heavenly Soles® Foot Care System, Salon Aseptic™ Control System, SeptiFile® Replaceable File System, and Salon Vac™. **For more information about Backscratchers Salon Systems, Inc. please call 1-800-832-5577, or visit www.backscratchers.com.**

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