



Salon Services, Especially Facials, Are Starting to Surge

After a year of closures and virtual consultations for the professional services channel, experts are finally seeing signs of life.

By **James Manso** on May 28, 2021

After a year of skin care shopping and DIY facials, consumers are ready for spas again.

Professional services — especially facials — have seen a rapid pickup in bookings in the past few weeks, providers say, as mask requirements loosen and vaccines roll out in the U.S. People are looking for professional-level technology and hands-on relaxation.

Hampered by spa closures and client weariness toward mask-free services, aestheticians spent much of the past year virtually consulting with clients, directing them to at-home skin care products and treatments. But now that spas are open again, consumers are showing serious interest.

Tammy Fender, whose Palm Beach, Fla., spa was less encumbered by government restrictions, noticed her usual customers being more desperate for face-to-face interactions. “Our business is completely by referral, and by appointment only, so many of our clients have been with us over 20 years,” Fender said. “We have this really long trust with our clients, and they were craving getting back to some form of deep relaxation.”