

THE SCIENCE OF BEAUTY

INdulse talks with **KLARA Beauty Labs** founder **Klara Chruszcz**



Explain the important role proper communication and being intuitive plays in the relationship between a patient and esthetician.

I try to create a sense of safety in the treatment room that allows my clients to open up. I was a Psychology major, which definitely helps me connect with my clients and gives me a broader perspective on the [possible] root causes of certain skin concerns. For example, many times breakouts stem from not only reactions to certain products or excessive oil production, but can also be the result of stress, hormonal fluctuations, and changes in adrenaline and cortisol. They know I genuinely care about every aspect of their being.

What do you find to be the most important part of your work?

The opportunity to educate. I can't control all the damaging effects of sun, pollution or clients' dietary choices, but I can continue to educate them so that their skin and self-confidence can [grow]. [I encourage] changes that are centered around creating healthy rituals. Any kind of healthy ritual that becomes a habit helps people stay balanced and grounded.



Also of importance is using quality and authentic products. What many people don't realize, is that getting your products online at a discounted price comes with a lot of risk. Most products sold online through unauthorized retailers, are selling counterfeit and/or expired products that can cause a lot of harm to your skin. The products I carry and recommend to my clients are pharmaceutical grade.

Are invasive surgical procedures bad for business?

Absolutely not. Not everyone wants or needs invasive procedures. Besides, the risks involved in any kind of surgery might not necessarily correct the concerns of the client. I have nothing against cosmetic surgery. I just want to help my clients make educated decisions.

How does social media affect KBL and your business model?

While social media can be a great way to discover new innovations, there are also many products presented to us as sugarcoted candies in nice shiny packages.



"Attractive and fancy packaging does not equate to efficacy, so while it may be tempting to try new products that look nice, it is best to do so with the advice of an experienced esthetician."

-KLARA

Your location is beautiful! Please share with us what you recommend for a first treatment?

Thank you. I put a lot of thought into the design of my place. My vision was to create a place of solace, where clients can leave the world behind them.

For first-timers, I recommend the facial. It is the best way to introduce someone to the power of immediate results and also learn about long-term treatment benefits. I don't have a routine per se when it comes to giving a facial. Everyone has different skin, diet and habits, so I accept them with no judgement whatsoever and customize the facial to their individual needs. I don't give cookie cutter facials.

A facial is a time to discover healthy skin underneath dead, dull, dry skin. I love how amazed new clients are when they float out of the treatment room. As our skin and its condition change on a daily basis, so will each facial you receive.

With so many products on the market, what do you find to be very universal for all skin types?

I cannot stress the importance of SPF. It is so important to use a non-comedogenic SPF and must be reapplied as needed. A 50 SPF does not mean it lasts longer than a 30 SPF, so ensuring reapplication throughout the day is important. An anti-oxidant is another must for everyone, at any age group. Antioxidants will protect our skin from pollutants, environmental aggressors, and oxidative stress. Using a quality eye cream can also benefit every skin type. The area around the eyes is delicate and giving it extra care is important.

Is there a favorite brand that you like to provide to your clientele?

Being in this industry for over 15 years, I've tried an infinite number of products and brands. My favorite and what I find to be most effective, is SkinCeuticals. I can attest to its effectiveness.

The results of following their regimen is beyond noticeable. They aren't just a trendy brand with fancy packaging, what you see on the outside of the box is what you get in the bottle. I really respect the research and testing they put into their products; they test on final formulations so the product I recommend to my client is the same formulation that has been tested for safety and efficacy, which not all product lines out there do when you really evaluate the research. I also love that SkinCeuticals products are made to be layered. I don't have to worry about my clients applying multiple skincare brands on their face that may cause a negative reaction when combined.

What service do you find to be most in demand?

My clients book facials and lash lifts most often. Both treatments show great results immediately. But more importantly, having a regular scheduled facial or lash lift promotes a lifestyle that is steady, balanced and reflective of self care. Fibroblast treatment has grown in demand. It is a revolutionary and remarkable technique that gives you surgical results without having the actual surgery. You can actually see with the naked eye the results of saggy skin shrinking.

For the anti-aging mindset, is there such a thing as preventative?

Absolutely. Having an anti-aging mindset sometimes has a negative connotation and is perceived as being vain. Yet, anti-aging is far more than just trying to keep your outer shell looking young. Protecting your skin is about self-care and self-love. As with any sort of attack on our being, we instinctively defend ourselves.



I think having an anti-aging mindset is a natural response to external aggressors that wreak havoc on our skin. By using the latest scientifically-proven products and procedures to protect ourselves, we can both prevent aging and also correct what damage has already been done. It is much easier to prevent than it is to correct.

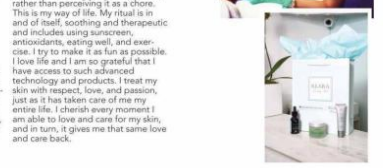
How has this market changed from when you first found your passion in it?

Technology has advanced this industry so quickly. There are new revolutionary machines from Europe and Asia, new topical treatments from South America, and even various supplements. There are so many active ingredients being reformulated and introduced into this market like antioxidants, peptides, stem cells, and growth factors. It is really refreshing to see how the latest generation, including men, are so self-aware of their skin. They seem to understand that skincare is not just about finding a quick solution, but needs to be part of a balanced lifestyle. The ease of access to information has made this generation more demanding of better products and effective treatments. I embrace their enthusiasm.

What more do you see yourself providing in the near future?

I try to stay in tune with the current trends, globally. Not all treatments are real or successful. It is interesting to see how certain trends are blown out of proportion, yet I use this as a tool to understand what exactly people need or crave. Most of the time, people are attracted to the quick fix. Sometimes that is not realistic or possible.

I see myself providing the best treatments from reliable brands. I love life and I am so grateful that I have access to such advanced technology and products. I treat my skin with respect, love, and passion, just as it has taken care of me my entire life. I cherish every moment I am able to love and care for my skin, just as it was with the Lash Lift. As the "skin warrior" I am, I plan to always fight for my clients' best results.



bringing the newest and most effective treatments available; were in it together!

You are a symbol of wellness and everyone can benefit. What is your routine?

I don't consider it a routine. It's not semantics. I see it as following a ritual rather than perceiving it as a chore. This is my way of life. My ritual is in and of itself, soothing and therapeutic and includes using sunscreen, antioxidants, eating well, and exercise. I try to make it as fun as possible. I love life and I am so grateful that I have access to such advanced technology and products. I treat my skin with respect, love, and passion, just as it has taken care of me my entire life. I cherish every moment I am able to love and care for my skin, and in turn, it gives me that same love and care back.