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Canada's spa connection

Summer 2012

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## Renewing Canada's spa industry

This year, a focus on renewal is certainly constant throughout our spa industry. Of course, of top importance is the renewal our clients are looking for—of their skin, their look, their spirit. From A to Z, our industry is a primary caretaker for people's renewal providing the best for beauty, health, and relaxation.

Beyond that customer focus, however, is the renewal of our own businesses, to maintain our client base, attract new ones, and provide the best services possible. Across Canada, spas are adding new product lines, offering exhilarating new treatments, and even renovating and expanding. Smart business means staying on top of trends and the ever-evolving customer requirements.

Finally—and this is exciting—the spa industry itself is embracing a renewal of image, focus, and branding. At the Global Spa and Wellness Summit in Aspen this past June, the renewal of the industry to position as a key component of health and wellness was the driving force behind in-depth discussions on how to achieve innovation and make that journey. Many doctors, healers, and therapists were onsite to share ideas with the global spa leaders. The potential growth for our industry, when society accepts the role of the spas in a holistic approach to health and well-being, is remarkable. And the best news is: we are already heading down that path, with success.

At *Spa Inc.* we continue to focus on our own renewal, with a major expansion of our online presence this year, and a continued effort to extend our network and collaboration throughout the industry. We appreciate your feedback as we all work toward the same goal: to support a vibrant, ethical and innovative spa industry in Canada.

Happy summer,

Heather Ednie

<b>Publisher</b>	Susan A. Browne sbrowne@dvtail.com
<b>Editorial Director</b>	Theresa Rogers trogers@dvtail.com
<b>Editor-In-Chief</b>	Heather Ednie hednie@dvtail.com
<b>Staff Writer</b>	Julia Teeluck jteeluck@dvtail.com
<b>Art Director</b>	Tammy Malabre tmalabre@dvtail.com
<b>Contributors</b>	Jennifer Armel Stacey Johnson
<b>Advertising Manager</b>	Beth Kukkonen bkukkonen@dvtail.com
<b>Advertising</b>	Sarah Vassos svassos@dvtail.com 905-886-6641, ext. 310  Amanda Jones ajones@dvtail.com 905-886-6641, ext. 308  Samantha Burnett sburnett@dvtail.com 905-886-6641, ext. 330
<b>Marketing Manager</b>	Lisa Pressacco lpressacco@dvtail.com
<b>Marketing Co-ordinator</b>	Keri LaPlante klaplante@dvtail.com
<b>VP of Production</b>	Roberta Dick robertad@dvtail.com
<b>Production Manager</b>	Crystal Himes chimes@dvtail.com
<b>Production Co-ordinator</b>	Joanna Forbes jforbes@dvtail.com

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**Dovetail Communications Inc.**  
President: Susan A. Browne

Tel: 905-886-6640  
Fax: 905-886-6615  
Email: general@dvtail.com

SUBSCRIPTIONS AND RETURNS  
30 East Beaver Creek Rd, Suite 202  
Richmond Hill, Ontario L4B 1J2

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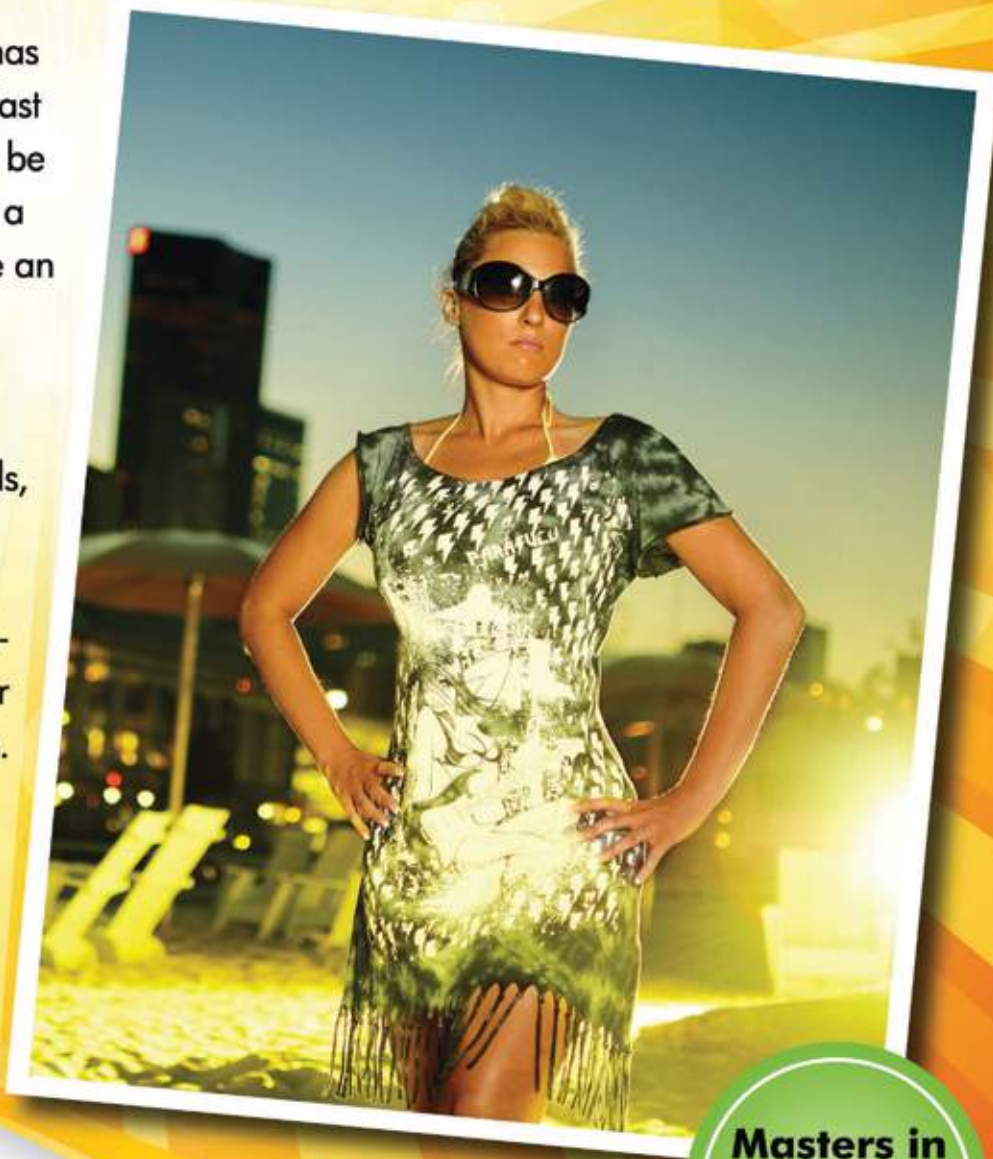


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## Hot tips on the latest trends

Nail lovers can now swap designs, ideas and groovy photos on a new website, [www.itssoeasynails.com](http://www.itssoeasynails.com). This online nail art community caters to those with a flare for artistic touches to their tips. The It's So Easy website enables fans to create personalized wish lists to have on-hand during their next shopping excursion. The growing How-To page offers quick and easy tutorials to guide visitors down the path from frumpy fingers to delightfully glamorous digits.



## Top award for innovative fitness

Cybox International Inc. received the FIBO Innovation Award 2012 in April for the patented Progressive Stabilization system on its Bravo Press and Bravo Pull strength machines. With this system, the machines are the first multi-function cable training stations that offer the stability and strength of a single-function, fixed-path machine combined with the greater movement options of multi-function cable training systems. "We set out to combine the advantages of isolative strength training



equipment with the advantages of cable press and pull equipment, and Progressive Stabilization was born," says Ray Giannelli, senior vice president of research and development for Cybox International.

## Quebec commended for new law on tanning



The Melanoma Network of Canada (MNC) commended the Quebec government for introducing new legislation on May 15 to ban indoor tanning for minors. Mirroring actions underway in other provinces, the bill would also impose strict regulations around advertising for tanning salons, including requirements for the posting of warnings.

"The medical community has been waiting for legislation like this for a long time," says Joël Claveau, dermatologist, Dermatology and Pigmented Lesion Clinic, Hospital Hotel-Dieu de Quebec. "Skin cancer should be taken seriously and all prevention efforts are important."

## Canadians getting smarter about medi-spas

The second annual *FACE Report: a Canadian Reference Guide* is available, offering Canadian statistics on how women feel about their skin and overall attitudes about medical aesthetics. Results of a survey of Canadian women ages 30 to 60 conducted by Leger Marketing are included, as well as recent scientific data about medical aesthetics and

industry marketing data from the American Society of Plastic Surgeons. It also includes predictions on future medical aesthetics trends, women's feelings about their appearance and how it impacts their emotional wellbeing.

The report demonstrates there has been an increase in understanding about cosmetic

treatment options over the past year by Canadian women, but certain knowledge gaps do persist.

As many as 70% of women admit they use over the counter anti-aging products, but 63% of them report they don't visibly work. For more of this kind of information, visit [www.faceinstitute.ca](http://www.faceinstitute.ca)





## Matis Paris hits 75 yrs

Matis Paris has been providing top-line beauty products since cosmetic formulations chemist Mr. Mavromati created a formulation laboratory in 1936. The company invites everyone to celebrate 75 years of beautiful skincare, with the launch of a vintage collector's case including two delightful products that are reminiscent of yesterday. Using today's technology: Bee Cream and Elastin Firming Activator, or as some have said, the elixir of youth. Happy anniversary Matis!

## Tourism award for Spa Eastman

Spa Eastman was among the winners of the Grand Prix du Tourisme québécois in the "Accommodation—40 to 99 rooms" category. The award recognizes Spa Eastman's focus on innovation, such as the new Health Immersion Wellness program bringing healthcare to the forefront of Quebec tourism; its efforts to maintain a competitive advantage include the opening of new facilities including rooms, a conference room and a large thermotherapy area, Eastman-les-Bains. Finally, the award honours the spa's commitment to sustainable development, particularly Eastman's global reputation for promoting the health of its customers through sustainable practices.



# SpaInc.

Canada's spa connection

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Sun savvy tips from the International Dermal Institute's Holly Sherrard. Learn more about Dermalogica's reformulated Daylight Defense line and the spa owners who use it!



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# A spa is foremost a business

The best spas do not rely solely on talented estheticians or even age-defying skincare! Truly successful spas also integrate targeted marketing, needs-based retail sales, positive staff education and goal setting, proactive customer relationship management and effective inventory management.

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# Tailored treat



**D**ove Spa's philosophy of wanting to make women feel more beautiful every day by inspiring them to take great care of themselves has proved successful. Built off the Dove brand, the award-winning spa has four locations in the Greater Toronto Area, each dedicated to ensuring all spa guests have a luxurious and relaxing experience.

"We really do get that 'wow' factor when people come in. Our clients always say, 'we didn't know Dove had spas!'" says Jennifer Langlois, managing director of Dove Spa Canada.

Unbeknownst to many, Dove Spa has created its own spa line exclusively available in the spa. The strong connection with the Dove brand enables Dove Spa to build on its solid reputation. A number of natural ingredients such as vitamin E and argan oil are used in the products and, as Langlois explains, the products are primarily based on skin types such as dry or oily. Dove Spa also offers several lines of products from bath and body to a thermal

mineral collection. Passionate about individual skin care, Dove Spa tailors its products to the individual to help solve skin care and beauty needs.

When a guest comes to Dove Spa, the therapist uses Computer Aided Cosmetology Instrument (CACI) technology. This innovative, painless technology is used prior to facial treatments and informs clients on their skin type by measuring oil and water content, pigmentation and elasticity. Armed with this important information, treatment is not only more efficient, but results are far greater. Dove Spa offers this 15-minute treatment free in order to help determine a treatment plan and products that suit an individual's skin type.

Dove Spa offers numerous treatments from manicures and pedicures to luxurious body treatments. However, the most popular treatment is its signature facials. Using the CACI technology to examine skin type, the facials are unique to individuals and can



# ments

CANADA'S  
TOP 50 SPAS

SpaAWARDS.com | 2012



Photos by: Khachi Design Group

**Opened:** 2008  
**Number of Locations:** 4  
**Size:** 2,400 to 3,200 square-feet  
**Number of treatment rooms:** 6 to 7 per spa  
**Total number of staff:** 40  
**Retail:** Dove Spa, OPI, Shellac, Mama Mia, Medique, Footlogix, St. Tropez and Spa Ritual

solve many skin care needs. Other popular features on the menu include hot stone, Swedish, and deep tissue massages. One example of the pampering options is the 'Hot Stuff' relaxing body treatment that uses a warm sugar body scrub along with a rich body cream to leave skin warm and smooth.

Catering to women of all ages and the growing male market, Dove Spa's interior, designed by Ramsin Khachi, creates a welcoming atmosphere. Inspired by the traditional Dove bar of soap, the spa's interior provides a professional, clean, and polished look. The crisp white paint and the curviness of the reception area enhance the welcoming atmosphere. The spa décor has pops of colour, which brighten the space, and generate a positive environment. Furthermore, all locations have

a welcoming lounge with white leather chairs. Langlois says that Dove Spa is "a welcoming place that is about the individual and their experience."

Dove Spa's marketing is geared to staying fresh and within the next six to 10 months, all the spas will be re-imaged internally and externally with a new logo. Over the next five years, Dove Spa will be focusing on its franchise platform and concentrating its efforts in the Greater Toronto Area. Most importantly, the company is evolving with digital and social media and continually updating sites such as Facebook. "We are also looking into developing a YouTube channel," says Langlois, where they hope to provide tips and advice to educate the public on ways to take care of their skin and their bodies. ♦

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- Arms removable

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- Automatic shut-off feature if empty
- Water filling from top
- Movable arm

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- Hydraulic - 21-26"
- Colours available:  
White, Black

#D-9017 White  
#D-9017B Black

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## PEDICURE STOOL

- With pullout drawer
- L 14.5" x W 17.5" x H 25.5"
- Colours available:  
Black, White

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#SY7080B-BLACK Black

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#D-2001 BLACK - Black

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- With 3 drawers and tray
- Colours available: White, Black

#98305 White  
#98306 Black

Reg \$135  
**NOW \$95**



**NEW!**

# Revamp and renew

Little touches or a big overhaul, sometimes a change is what you need to shake things up and boost your brand

A simple change can go a long way. You've seen the makeover shows where a person tosses her wardrobe, cuts her hair, tries a new shade of lipstick and emerges completely transformed. At the end of the makeover she is beaming with pride and confidence.

Renewing your spa's image works in a similar manner. A fresh coat of paint brightens a room. A bouquet of fresh flowers at the reception desk enlivens the atmosphere. Even introducing an in-house brand or reformulating an existing product can strengthen and renew your image in your clients' eyes. Whether you decide to add some little touches or take on a big overhaul, sometimes a change is what you need to shake things up and boost your brand.

## Start small

You don't need to gut your facility to make an impact. Besides, who has the money? "For the special touch that shows attention to detail and will leave a lasting impression, try embroidering chair backs or removable bolsters," says Lisa Ferguson, a Toronto-based interior designer. "To make a big statement, choose an emotionally powerful picture that can be blown up as wallpaper.

Go over-scale and minimal in furnishings." Consider playing with texture and light. "This simple and budget friendly trick produces jaw dropping results: layer minimalistic floor to ceiling sheer drapes over a stark white wall for an ethereal effect. Add accent down-lighting for drama," she adds.

Get creative and you can simulate a million-dollar renovation on a budget. "Make sure every room feels luxurious—even the bathroom," says Ferguson. "Adding French oversized mirrors is a simple yet effective way to add a touch of glam to any space, and it doesn't need to cost a fortune to look like it did." She also advises spa owners to pay special attention to walls and spaces that often get overlooked. When at the spa, look up. Crack in the ceiling? That doesn't look good.

## Dress for success

While interior renovations do wonders, your staff champions your spa's image. "Uniforms are one of the most powerful ways to communicate your brand, level of professionalism, and image," says Noel Asmar, founder and CEO of Noel Asmar Uniforms. "It's important to renew a program every couple years to ensure uniforms are fresh and reflect your current branding strategies."

Imagine a spa with gorgeous, modern décor, with staff members walking around in baggy, unkempt uniforms. That reflects poorly on the spa's quality. Even if you're not The Spa at The Ritz-Carlton, you can still portray the same standard. "The staff will convey a powerful message when they are well dressed. It also highly affects staff moral and confidence."

## Launch your own line

This summer, Ste. Anne's Spa will launch an in-house line called Ste. Anne's Skin Nourishment. "We have been Canada's only Aveda Destination Spa for close to 20 years, so our brand image has been reflective of our relationship with Aveda," says Marijo Cuerrier, marketing special projects at Ste. Anne's Spa.



Ste. Anne's Skin Nourishment line



Uniform by Noel Asmar



Although Ste. Anne's will continue to offer Aveda, its in-house line will reflect its core values. "Our image will shift from a large corporate feel that Aveda is, to a more homegrown, Canadian-made product that has been designed with the needs of our guests in mind as well as our core belief that much of what we need to lead a balanced life is in our backyard," says Cuerrier. "The product line was designed using many indigenous plants that will be grown right here on the property as our crops mature."



Social media consultant Cadi Jordan helps those in the spa, health and wellness industries navigate the crazy world of social media. She shares her tips on how to renew your image using the Internet's most popular tools.

## Social media for spas

by Cadi Jordan

You have a website and your standard marketing plan in place. It's time to take a step out in faith and add blogging and social media to your online presence to communicate with your prospective clients and existing ones. By using platforms such as Twitter, Facebook and Pinterest, you will be able to build community, share events and specials, share the love for product lines you carry and talk about what makes you different.

**1. Show up!** You need to be on social media. You have heard it often. Perhaps you started a Facebook Fan Page and it is sitting dormant, or perhaps you have a front desk staff that updates it when you have a special. Maybe you have no page at all and you have it somewhere on your 'to do' list. It's time to show up. Get your spa socialized!

**2. Strategize!** Make a plan of action that incorporates what you have laid out already in your marketing plan. In fact, you should be marrying everything together. Marketing goes hand in hand with social media and public relations.

**3. Step out!** Start to implement your plan. Whether you do it yourself, train your staff or outsource the task, it's entirely up to you.

Interested in launching your own line? According to Cuerrier, first you must determine whether you have the time and money to invest in the project. You must also decide if you will put your label on a product that is already developed or design the line yourself. Lastly, do you have access to the intelligence in regards to the type of product line you want to create?

"In our case, we needed someone who was well-versed in the use of high-quality, organic ingredients and botanicals and extracts, but who was also able to work with a traditional manufacturer," says Cuerrier.

Renewing your spa's image strengthens your brand's visibility and reinforces your spa's philosophy. Start by reconsidering the message you want to convey and the feeling you want to evoke and take it from there. ❖

**How do you renew? Let us know what has (and hasn't) worked for you.**



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# Supporting a strong spa industry

The Quebec spa industry gains a powerful collective voice through the creation of a new provincial association

This spring, the fast-growing spa industry in Quebec gained a new voice. On May 7, the Association Québécoise des spas was formed to mobilize the province's exploding spa industry.

The new association aims to support, represent, and defend all players in the spa industry in Quebec, through four main strategies:

- develop a cohesion between the players in this industry
- represent and defend their collective interests
- offer services required by members
- develop strategies, or tools, to assist in the challenges in which they are confronted.

"The request to form the new association came from the provincial government last fall," recalls Lucie Brosseau, president and CEO of the new association, and president and CEO of Alliance Spas Relais santé. "We already had the Relais in place, but the number of spa members is limited because of the certification requirements. The government requested an association that was more representative of the spa market throughout the province."

In response, a founding committee including representatives from Alliance Spas Relais santé and other industry members was formed to implement the new association. The committee met six or seven times leading up to the early May launch. From there, a board of directors was created, with Sylvie Lessard, Spa Détente du Manoir du Lac William presiding as the first chair.

Membership includes two categories: spa members and partner members. At launch there were 36 spa members onboard, with a goal of reaching 150 within three years, says Brosseau. The definition of a spa member supports the definition outlined in the Spa Standards BNQ 9700-040, developed by the Relais with the Bureau de normalisation du Québec (BNQ) and Tourisme Québec. Specifically:

*An establishment contributing to people's wellness in an environment conducive to relaxation, offering as the main activity one or more forms of water therapy and one or several types of professional treatments, at least including massage therapy, offered in two or more treatment rooms and comprising a relaxation area reserved for this purpose.*



Lucie Brosseau

While the Alliance Spas Relais santé will continue to focus on quality certification, the new association will prioritize issues and topics that apply to the whole spa industry in the province, such as training and skills development, lobbying, the spa standard, executing surveys and studies, group purchasing, offering collective insurance, employment services, quality and quantity of product suppliers, and so on. The association will be tasked with staying on top of the evolution of the industry and the trends driving it, and will provide spa industry representation on diverse committees including government and industry groups. Members will be invited to participate in an annual assembly, partake in training activities, and will receive a monthly electronic newsletter.

Recognized by the Quebec government as an Association touristique sectorielle (ATS), the association receives financial support from the Ministry of Tourism.

"This fall, we will launch our first large market study of the size and characteristics of the spa industry in Quebec—the last numbers are from 2006," Brosseau says. "I just love this industry and the people in it. This association will be a wonderful opportunity for all of us." ♦



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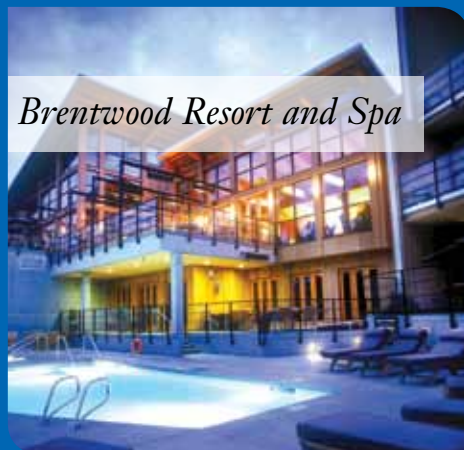
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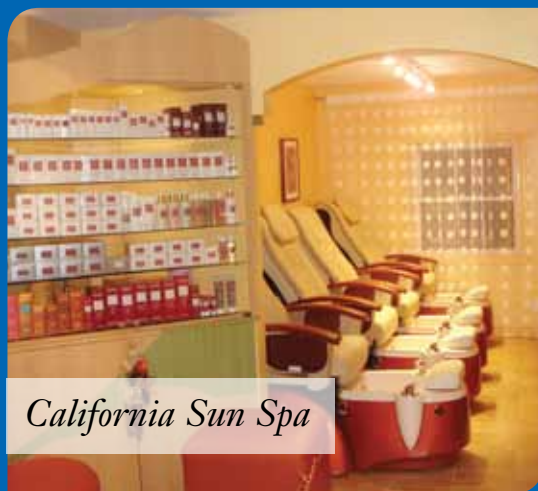
*Body Blitz*



*Brentwood Resort and Spa*



*Scandinave Spa Blue Mountain*



*California Sun Spa*



*The Spa on King*



*Fayez Spa*



*The Spa on Hunter*



*Changes Spa*

**It's** time to let the secret out... time to tell Canada what makes your spa one of the Best Spas in Canada! Submit your nomination for the 2013 spAWARDS and tell the world how great you really are.

**Deadline:** December 31, 2012

**Categories:** The Top 50 Spas in Canada will be back for its third year. Previously winners have said this recognition has been a prime marketing tool to entice clients.

There's more in 2013! Seven new award categories will showcase top **Canadian spas of distinction:**

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**Best Nordic Spa**  
**Best Spa Marketing**  
**Most Romantic Spa**  
**Spa Innovation**  
**Top Spa Cuisine**  
**Top Spa for Men**

spAWARD winners are recognized throughout Canada as leaders in the spa industry. Criteria for the awards include website creativity, ease in booking appointments, online reservations, gift cards or loyalty programs, innovative spa treatments, unique marketing programs, and overall guest satisfaction.

**Nominations:** Any spa can be nominated through the website at [www.spAWARDS.ca](http://www.spAWARDS.ca) (select the Nominate tab) or email [nominate@spawards.ca](mailto:nominate@spawards.ca).

**Winners receive:** A personalized plaque presented at the spAWARDS event in Toronto, an official letter from the judges panel, marketing materials for print and web, a spAWARDS logo decal, and great national exposure as a **leading spa in Canada**.

**Winners Announcement:** Winners will be announced in February of 2013.

**Sponsors:**

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## Words from 2012 winners:

"Being nominated for the Top 50 Spas in Canada made a big difference in our business. Our guests feel more comfortable, because they know that we care about them. And people who have come to us for a long time are proud and happy that they have chosen the best spa for so many years. The Spa is very busy now, because people trust us as a Top 50 recipient."

-Renata Zychla, owner,  
California Sun Spa

"We are honoured to be named in the Top 50 Spas in Canada...we feel proud that our continued efforts to ensure our clients receive an exceptional experience at Spa on Hunter at Euphoria has been recognized by this outstanding committee."

-Simone Provenzano Dobson, owner  
and general manager,  
Spa on Hunter at Euphoria

"We strive at the Spa Essence of Life to provide memorable and unique experiences... We are delighted to be acknowledged as one of the Top 50 Spas in Canada and are motivated to continue to constantly improve our offerings to exceed our guests' expectations."

-Kelsey Rogers, spa manager,  
Brentwood Bay Resort & Spa



# Dive into the world of detoxification

Steam, sweat, and supplement your clients to better health

**W**hen you think of detoxification, do visions of women crunching on carrots come to mind? Detox doesn't mean deprivation, though some fast to give the digestive system a break. Au contraire, detoxing involves supporting the body through toxin elimination with balanced nutrition, supplements, and treatments. Detoxes can last from a day to three days to 30 days and beyond.

Trends such as juice fasts and slimming wraps fluctuate in popularity. Hydrotherapy has been used for centuries throughout the world. Some spas offer treatments such as steams and massages while others offer overnight stays and services ranging from colonics to cooking classes. Whatever your spa's focus, there are many ways to support your clients through the detox process. Just make sure there is always plenty of fresh, filtered water around.

## The detox process

"When I think about the detox system, what I think about with patients mostly is the liver, the digestive system and the skin. I like to do things to support elimination through all those organs at the same time," says Dr. Natasha Turner, a naturopathic doctor, author, and founder of the Clear Medicine Wellness Boutique in Toronto. Turner usually uses a combination of foods, supplements, and sauna sessions to support her clients. She also advises them to reduce their exposure to chemicals.

Some people spa to relax or get away, but there are those who spa to kick start the weight loss process. "If you have toxins in your system, they can interfere with the weight loss process. Your liver is your number one fat burning organ. If it's not being properly supported or it's getting bogged down, then the weight loss process will be slower," explains Turner.

Foods high in fibre such as leafy greens are liver-friendly. Supplements such as milk thistle and dandelion Root are also great for liver detoxification. You are welcome to share your knowledge with your clients, however, unless you're a medical practitioner, do not prescribe specific vitamins and special diets for specific ailments. Your lawyer will thank you.

## Sweat it out

Whether through vigorous exercise or a relaxing steam, sweating is an effective way to release toxins from the body. Scandinave Vieux-Montreal offers hydrotherapy, which is hugely popular throughout the province. Clients first settle into a eucalyptus steam bath, Finnish sauna, or hydro-jet baths to sweat. Next, the client is immersed in cold water to cleanse the skin and close the pores. Finally, there is a resting period to allow the cardiovascular system to regulate itself, and the option then to repeat the cycle. Hydrotherapy is often combined with massage therapy or body scrubs.



"When you have massages, for example, toxins are released because you're working on the skin," says Paula Aveling from Hammam Spa in Toronto. "The benefit of the hammam after a massage is it allows all those toxins to release. They're not just coming to the surface and sitting there." Some people complain of pain such as headaches after a massage because toxins have been brought to the surface but not released—this prevents such agony or irritation.

#### All wrapped up

From ingredients found in the ocean such as seaweed and algae to earthly elements such as mud and clay, there's a wide range of substances to wrap your clients in. Hammam Spa recently introduced a Rhassoul Wrap Treatment which uses Rhassoul, a mineral-rich clay from Morocco. Sounds lovely, doesn't it? Keep in mind that clients are attracted to treatments that sound exotic and rare. The treatment begins in the steam room to allow the body and mind to relax and start the detox. Then the wrap is performed.

Gina Lopez, aesthetician and supervisor at Urban Oasis Mineral Spa in Winnipeg, suggests wraps be done in a series. "People want immediate results, but it takes time. It took time to get the cellulite, so you have to take time to get rid of it." Lopez recommends a series of treatments with an at-home care plan to enhance the benefits. ❖



Top middle photo:  
Hammam Spa,  
bottom middle  
photo: Spa  
Scandinave les  
bains Vieux-  
Montréal

## CAUTION



**P**regnant women and those with conditions such as high blood pressure, hypertension, and diabetes should avoid hydrotherapy, saunas, and steam rooms. Hydration is essential throughout the detox process, so ensure water is readily available. Light snacks such as apples may also be kept nearby. And as always, advise your clients to consult their medical practitioner before they book a detoxification treatment or package.

#### Benefits of detox

Some question the benefits of detox, maintaining that the body can eliminate waste on its own. However, factors such as daily chemical and pollutant exposure, poor diet, and stress can reduce the body's ability to effectively do so. Whatever the argument, after a five-day juice fast, a friend said she had skin like a baby's bottom. What woman doesn't want that?

#### Additional benefits include:

- ✓ Increased energy
- ✓ Increased circulation
- ✓ Increased metabolism
- ✓ Decreased stress
- ✓ Improved sleep
- ✓ Improved mood

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# Innovation through imagination

Global spa industry places wellness at the top of the agenda

In times of rising healthcare costs, ageing populations, increasing obesity challenges—coupled with an encouraging growing focus on sustainable living, the global spa industry is looking to rebrand as the wellness industry that plays a key role in preventative care and overall well-being.

That was a key message at the Global Spa and Wellness Summit in early June where spa industry leaders from 40 countries convened in Aspen, Colorado. Under the theme of *Innovation through Imagination*, the 300-plus participants discussed new ideas and strategies to lead to a sustainable, greater future.

"As we say in France, 'let's walk watching the moon rather than watching our shoes,'" said Summit chair Philippe Bourguignon, vice chairman, Revolution Places and CEO, Exclusive Resorts.

This renewed focus on wellness can already be witnessed throughout the industry. The conference itself rebranded this year, adding "Wellness" to its name. The global online spa resource, SpaFinder has rebranded to SpaFinder Wellness. Increasing recognition is given to the world's spa industry for its role in well-being, and its potential role in a healthier society of the future.

Rebranding and reinventing is a tricky process, and true innovation is required. If the spa industry is to complete its transformation from one that offers a menu of treatment options to select from, to one that is providing active education on how to live a healthier life, as suggested by Dr. Joseph Hutter of the Institute for Health Care Delivery Research at Intermountain Healthcare, creative repositioning and education will be required.

When learning about innovation, why not ask the very best? Ted Souder, head of industry & retail, Google, shared his insights at the Summit, and in a nutshell his advice was to innovate... now.



"We are in the middle of the acceleration of everything," Souder said, adding that the cost and ease of starting a business has never been better, thanks to technology. His advice is to involve every person on-staff in the process. "Everyone should be empowered to put ideas forward—leverage every single person you have."

At the end of the day, Souder says there are three key goals to keep in mind to help grow your business as you move forward. First, he says, is to win the moments that matter. This means you must connect with your customers every step of the way, from enticing them with information that matters when they are looking for a spa to visit, through every point of contact from the time they book through the moment they leave the spa—and beyond. Secondly, he says to make better decisions, and from his Google perspective, this relates to using online analytics to determine your best messaging and offers. Finally, in this day and age, you must go bigger, faster, by cutting out time wasters and focusing on the solutions and offering your clients want. Learn from mistakes and "jump in 120% and go all out in digital technology now. It's the key to business growth."

While the conference has closed, the question remains whether this suggested transformation from the 'spa' industry to a 'wellness' industry is fully representative of our Canadian industry. Where do aestheticians fit in? What about nail art or medi-spas? The transformation is already well underway across Canada. The question is, will our healthcare system place greater value on the services our industry can offer? ♦

**These are exciting times. Please share your views with us: Twitter, FB, or contact the editor at [hednie@dvtail.com](mailto:hednie@dvtail.com).**



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# Chemical peels

Fast results for improved skin and increased revenues

Many people are confounded by the difference between a facial and a chemical peel. Most people recognize that facials are designed to provide deep cleansing and relaxation. However, chemical peels often conjure an episode of Sex and the City where Samantha's peel has nightmarish results.

The reality is, informed patients looking for real results will turn to chemical peeling for immediate results with minimal downtime.

Chemical peeling is a method of resurfacing skin by removing the outermost layers. Dating back through the ages to the days of Cleopatra, when sour milk was used to improve the skin's appearance, chemical peels made great advancements and became popular among aestheticians in the early 1990s. Today, chemical peels are used to treat several skin conditions including rosacea, acne, those related to aging, and scarring.

## Depth of a chemical peel

Chemical peels are classified by the depth they penetrate. There are four general categories:

- **Superficial** - affects the stratum corneum / epidermis
- **Light** - affects the stratum corneum / epidermis; penetrates deeper into the epidermis than superficial peels
- **Medium** - affects the epidermis and papillary dermis
- **Deep** - affects the epidermis, papillary dermis and reaches the reticular dermis

## Strength of a peel

The strength of a chemical peel is determined by several factors:

- Peel solution
- Percentage of peel selection
- pH of the peel selection
- Where the peel is applied
- Length of time the peel is left on the skin

## Peeling solutions

Peel selection is a key factor for optimal results. Peeling solutions may include:

- AHAs (glycolic, lactic, citric)
- BHAs (salicylic)
- Jessner's (blend: salicylic, lactic & resorcinol)
- Retinoic
- Trichloroacetic Acid (TCA)
- Phenols (rarely used anymore)
- Peel solutions are chosen based on skin condition.

## Patient evaluation

Pre-peel patient evaluation includes several factors:

- Identify the patient's Fitzpatrick type I-VI—a classification of how the skin reacts to sun.
- Identify the patient's Glogau type I-IV—a classification of photoaging.
- Wood's Lamp evaluation—giving a clearer view of effects in the skin that you can't see with the naked eye.

Aestheticians require training before performing chemical peels to ensure extensive knowledge of a number of factors: skin histology, advanced evaluation of the patient's skin, proper peel selection, ways to reduce post peel complications, and most importantly ways to ensure patient satisfaction. Pre- and post-care is essential when adding chemical peeling to your treatment menu. Proper pre- and post-care can significantly reduce post-peel complications. Chemical peeling training is widely available throughout Canada as a continued education program.

Startup costs for chemical peeling in the spa or medi-spa can start at a few hundred dollars or more. It is a relatively low startup cost in comparison to the projected revenue. Chemical peels are priced between \$80 to \$250 per treatment with treatments averaging around 30 minutes. Chemical peels create client loyalty as most peels require an average of six treatments with a maintenance program that should include retail.

An important startup cost to remember is insurance. It is imperative that you obtain the appropriate insurance for the peels that you are offering. Be sure to include your certification and list of peel solutions including the percentages and pHs. The more information you can give, the better, because in the event of an incident you want to have the right coverage.

Chemical peels have become a significant part of aesthetics and complement many other treatments such as microdermabrasion and laser treatments. For the medi-spa, chemical peels play a vital role in improvement of the patient's skin, enabling an expanded menu leading to increased revenue for the business. ❖



*Stacey Johnson is the owner of Esthetics Plus, bringing you the latest trends, products, and education to keep your spa business up-to-date.*



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# The 30s

**T**hey say the 30s are the new 20s. And indeed, the 30s crowd remains young at heart and on top of the latest trends (Shellac, anyone?). But a word to the wise: they may be looking for more targeted treatments for face and body.

## SKIN SAVERS

"The 30s are when people really start taking care of their skin which everyone takes for granted in their 20s," says Boldjarre Koronczay, founder, Éminence Organics. During our 30s, he says skin starts to produce less collagen and lose hydration. "One of the common challenges is that in many cases, people can still have oily, acne-prone skin at that age while wrinkles are appearing."

During their 30s, people start to see subtle signs of ageing appear, according to Dr. R. Stephen Mulholland, a plastic surgeon and owner and director of SpaMedica Infinite Vitality Clinics. He describes the 3 D's of aging as Deflation, Descent and Deterioration. For mid-late 30s, he recommends **chemical peels** or medical **microdermabrasion** combined with the products, **serums** and **sun protection** used in the 20s.

1



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**6. LPG Endermologie** Firming Contour Fluid  
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## BODY BEAUTIFUL

Naturally, the body changes with age. Metabolism slows down, the after-effects of child birth and busy schedules can stress the body and lead to unwanted physical changes such as dehydration, excess fat, and lack of firmness. Offer clients supplements, treatments, and products that promote **hydration** and **elasticity** to keep their frames looking fabulous. For these clients, Mulholland suggests you add some skin tightenners and very **mild wrinkle reduction devices** into the mix.

## ON TRENDS

Take your 30s clients to the limit with length. "Fake lashes and lash extensions are popular," says beauty expert and author Erika Katz. "For hair, long is still very popular."

7



**7. Madame Lash** Madame Lash Travel Kit  
[www.madamelash.com](http://www.madamelash.com)

8



**8. Jane Iredale** Dream Tint SPF 15 Moisture Tint  
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**Eminence Organics** introduces three new products into its Organic Beauty Collection: Vanilla Latte Tinted Moisturizer SPF 25, also available in Caramel Latte and Cocoa Latte; Antioxidant Mineral Foundation, a mineral pressed powder and Organic Kiss Lip Gloss, a moisturizing, sheer gloss available in Strawberry Kiss, Plum Kiss, and Spice Kiss.  
**www.eminenceorganics.com**



**Essie's** latest collection is all about summer fun. Shades include "Bikini So Teeny," a lustrous sky blue; "Cascade Cool," a frosty, shimmery carnation pink; and "Mojito Madness," a fun-loving party lime shade.  
**www.essie.com**

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**www.ouidad.com**

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[www.danielhenkel.com](http://www.danielhenkel.com)



**China Glaze** introduces its Fall 2012 collection, On Safari, featuring earthy tones, rich plums, and celestial sparkles. Colours include Kalahari Kiss, a light sand brown; Exotic Encounters, a lush green crème with blue undertones; Jungle Queen, a smoky violet; and I Herd That, a brilliant copper glitter.

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# soul to sole

by Theresa Rogers

## Inna Levitan

**A**s CEO and managing partner at Trump International Hotel & Tower Toronto's Quartz Crystal Spa, Inna Levitan was instrumental in creating the overall interior design direction. Rising 31 floors above the city, the spa juxtaposes classic Hollywood glamour with the healing properties of the quartz mineral. Levitan looked to her Russian heritage—where 19th century quartz baths were a healing ritual—when creating the concept. An accountant by training, Levitan is currently focused on the infrastructure and operational details, mission, and strategy of the spa.

### What's your favourite way to relax?

I love to get group foot massages with my husband and my daughters. It's a really great way to just connect and relax at the same time. When I go to the spa, I love oxygen facials. I think they're incredible because they're extremely results-driven and very refreshing. You come out looking like a million bucks.

### If I could invite anyone to dinner...

I would love to invite interesting people whose visionary contributions fuel progress, along with animated personalities, for a grand dinner party. Imagine having Albert Einstein, Mark Zuckerberg, Golda Meir, and Thomas Edison all at the same table with Will Farrell and Jimmy Kimmel. To me, it would be the epitome.

### The secret to good customer service is...

Being able to read your customer and understand what they want. I don't believe that there's a formula; I don't believe that every customer has the same needs. To each his own and I think being able to read what that customer wants and achieve that is the key to great customer service.

### What inspires you?

I like to travel. There is always something new and remarkable about visiting a destination that takes you beyond your own walls. This was a great contributor to what this building (Trump International Hotel & Tower Toronto) is all about. This is not a cookie cutter project...it was really just a grand combination of a lot of detail that I have observed throughout my travels that I put together in a very eclectic, interesting, timeless fashion. ❖







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FIRST ANTI-AGEING TREATMENT TO: reproduce the volumizing effect of medico-aesthetic filler procedures in the heart of skin and reprogram skin hydration mechanisms, not only superficially but also deeply, where water is a source of youth, for an intense plumping effect.

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1 800 361-0352  
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