



SPA inc.

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The spa industry is witnessing an unprecedented rise in new and innovative customer loyalty programs, a result of the post-pandemic consumer demand for wellness and immunity boosting treatments. See what others are doing and be inspired in the summer issue of *Spa Inc.*

Loyalty programs re-imagined

A new report released last month by *Antavo* suggests businesses that know how to engage their customers and drive long-term sustainable relationships hold competitive advantage in the market. The North America Customer Loyalty Report 2022 surveyed over 320 loyalty program owners and found that 80% of existing program owners are "likely" or "very likely" to revamp their existing loyalty program in the next three years; 88% are planning to engage customers in a non-transactional manner and 60% of loyalty programs are managed by a loyalty technology solution vendor.

Celebrating World Wellness Weekend

The *Sixth Annual World Wellness Weekend*, "Living Well Together," gets underway September 16 to 18 and includes 4,000 venues in 140 countries, coordinated by 130 volunteer ambassadors and coordinators around the globe in over 900 cities - from Brussels to Winnipeg. Each participating organization is invited to open its doors and showcase how their classes and activities contribute to a healthier community.

Leading Spas of Canada annual conference date set for Toronto in 2023

Hot on the heels of the enormously successful *Aspire Spa & Wellness Conference* held at the Fort Garry Hotel in Manitoba, June 12 to 14 ([read more](#)), *Leading Spas of Canada* has its sights set on next spring in Toronto for the 2023 conference, date to be determined. In 2023, participants will enjoy thought provoking speakers, networking opportunities and special activities, as well as the annual gala and the presentation of the coveted *Canadian Spa & Wellness Awards*. Look for more details in upcoming issues of this eNewsletter.



Put your spa in the winner's circle

Does your spa shine? Are you an outstanding spa industry partner? Here is your opportunity to be counted among Canada's brightest spa industry stars. **Nominations** for the *Canadian Spa & Wellness Awards* opened on August 22. The awards are presented annually by *Spa Inc.*, with the support of *Leading Spas of Canada*, in a range of categories and are sponsored by: *Beauty Incubator Recruitment (Gold)*, *Vitelle (Gold)*, *Cosmetics (Gold)* and *Ste. Anne's Skin Nourishment (Silver)*. For more information, check out www.canadianspaawards.ca

Skin cancer on the rise in Canada

New Canadian research serves as a poignant reminder about the importance of effective sunscreen on skin health. The [study](#), published in June by *McGill University*, points to a rise in a deadly form of skin cancer in Canadians in Nova Scotia, Prince Edward Island, southern Ontario and British Columbia and certain coastal communities of New Brunswick. Cutaneous melanoma is one of the most fatal types of skin cancer according to the researchers who say that in males, it is more common on the head or trunk, while in females it appears on the extremities.



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GLOBAL WELLNESS SUMMIT 2022

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Innovative device uses pressure, not heat to treat skin

Cynosure recently upgraded its *PicoSure* system. The new *Health Canada*-approved *PicoSure Pro* device features a 755nm picosecond laser which delivers energy in a trillionth of a second, using pressure instead of heat to provide safe and effective treatments for unwanted pigmentation and skin revitalization. The device has two lenses that enable the increase of collagen and elastin as well as the treatment of hyperpigmentation such as *nevus of Ota* and *Hori's nevus*.

The sound of silence in a box

Vicoustic, the experts in acoustic audio recording booths, recently unveiled their customizable *VicBooth Spa* treatment room which allows anyone to create a silent space for different therapies in an easy to assemble manner without construction work. The interior finishing is composed of a wool-like material, developed for acoustic performance in medium and high frequencies, that is safe for human health and indoor air quality. A testament to sustainability, each booth is produced from recycled plastics, the equivalent of 8,200, 500mL plastic bottles. The booth comes with shelves and cabinets and lockable doors.

TWITTER

The nominations for our 2022 *Canadian Spa & Wellness Awards* are NOW OPEN! This one-of-a-kind program recognizes the hardworking, innovative spa professionals who provide the best in wellness and customer service across the country. This could be YOUR winning year! NOMINATE NOW: <https://bit.ly/3T1Myv8> #CdnSpaAwards

It's now possible to both correct and prevent sun damage. <https://www.spainc.ca/ask.../coming-soon-a-vaccine-against-uv/>

Join the conversation

2022 Events

(all events subject to change)

September 16-18

Sixth Annual World Wellness Weekend

September 20

Spa Marketing Essentials, LSOC Webinar

September 20-23

Spatec Europe Apartado, Portugal

October 17-18

Live, Love, Spa Seattle, Washington

October 31-November 3

Global Wellness Summit Tel Aviv, Israel

November 2-3

Adit Live Los Angeles, California

November 3-6

Global Aesthetics Conference Miami, Florida

Canadian spa & wellness awards 2022
presented by SPA

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PRODUCTS

While summer memories should last a lifetime, sun spots and discoloration should not. We've curated a few of our favourite skin brightening products here for your clients.



PCA SKIN's Pigment Gel Pro



AURUM Calming Birch Serum



TATA HARPER Concentrated Brightening Serum