

The Business Resource for SPA & WELLNESS

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*A
Beautiful
Outlook*

Spring Makeup
Trends To Suit
All Skin Tones

business boosters

building blocks

Stress in Repose

Clients who need an extra large dose of tranquility may benefit from a **SolTec Lounge** session. The chairs, distributed by Spa Club Ideations, are designed to instill deep relaxation by emitting synchronized sounds and vibrations that curb stress responses in the brain. Sessions are 25 or 50 minutes long, and continual use helps people "train" their minds and bodies to relax more easily. "The deep relaxation guests receive before their treatments allows them to benefit greatly," says Angela Cortright, principal at Spa Gregorie's, with locations in Newport Beach and Rancho Santa Margarita, California. "Plus they enjoy it so much they've been recommending it to others!" soltecwellbeing.com



Support System

Seeking a trustworthy business and skincare resource? Consider navigating to lydiasarfati.com, the recently revamped salon and spa business blog from the Repêchage CEO and founder. Designed to be a tool for spa professionals' success, posts delve into skincare science and education, business tips and success stories from day spas across the globe. The mobile- and tablet-friendly site also showcases videos and past Facebook live streams.



H₂O Harmony

One way to include wellness on your menu is by setting up a Water Bar, where your visitors can add different **Osmosis Harmonized Waters** to their beverages. Flavors like Energize Me, Skin Perfection and Sugar Detox allow you to target clients' concerns from the inside. "The water bar gives me a true holistic wellness option for my guests," says Char Fontanills, owner of Char Inc. in Cherry Creek, Colorado. "We can address their internal imbalances or an aspect of their health. Clients will often feel better quickly and tend to buy whichever water helped them—and once they start using it daily, it becomes a regular purchase for them." osmosisskincare.com

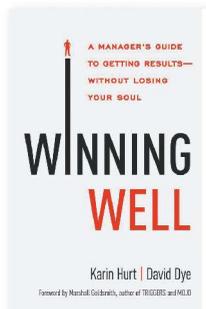


Crafty Concoctions



Do-it-yourself projects have become mainstream thanks to blogs and sites like Pinterest, where people can share how-tos on making everything from decorations to body care. Spas can capitalize on this popular (and fun!) trend by mixing their own backbar formulations and then selling the blends to clients. Need a place to start? **Aura Cacia Do-It-Yourself Hair, Body, Facial & Nail Care** kits include essential oils and recipes based around them, allowing spas to make their own oils, creams and sprays. For an extra earnings boost, owners can offer blend kits in retail areas, so clients can mix their favorite product at home between visits. auracacia.com

BOOK NOOK



Learn how to build—and maintain—a successful team environment with **Winning Well: A Manager's Guide To Getting Results—Without Losing Your Soul** (AMACOM, 2016) by leadership training experts Karin Hurt and David Dye. Laid out as a roadmap to encouraging teamwork, initiative and creativity in your staff, the guide includes chapters on how to lead meetings, delegate effectively and build credibility, with a focus on inspiring your employees to want to achieve. winningwellbook.com