

A woman with long dark hair is lying back in a white spa chair, wearing a white textured robe. Her eyes are closed, and she has a peaceful expression. Her hands are behind her head. The background is a plain, light-colored wall.

FIVE WAYS TO CREATE RESTORATIVE RELAXATION BEFORE A TREATMENT.

By Jeff Kohl

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How do you plan to grow your spa business this year? In my decades in spa and hospitality, I've seen great growth in earnings and customer loyalty when new science- and technology-based treatments were added to reduce stress. In fact, four in five spas (81%) reported they would add or create new treatment offerings for their clients according to the 2016 U.S. Spa Industry Study commissioned by the International SPA Association.

As you know, ours is a business based on managing stress. The Statistic Brain Research Institute and American Institute of Stress share these stress statistics:

Percent of people who regularly experience physical symptoms caused by stress	77%
Regularly experience psychological symptoms caused by stress	73%
Feel their stress has increased over the past five years	48%

Source: <http://www.statisticbrain.com/stress-statistics/>

The Spa & Club Ideations team sends out monthly Restorative Relaxation tips and we invite you to sign up to receive them by e-mailing Soltec@Soltecwellbeing.com. Learn more about the SolTec Lounge at www.soltecwellbeing.com

Seeing those stats, it's no surprise that tools and treatments to help reduce and relieve stress are growing. When adding new treatments, I challenge you to think about creating Restorative Relaxation before the treatment. This idea of the "treatment before the treatment" is something I spoke about with my friend Dr. Brent Bauer. Bauer, MD, FACP is the Research Director, Integrative Medicine and Health, at Mayo Clinic; and the Medical Director of the Rejuvenate Spa at Mayo Clinic.

"Almost all mind-body practices incorporate a 'centering' phase, a sort of 'kick-off' where the individual begins to settle in, get comfortable, starts to slow breathing rate, etc.," explains Dr. Bauer. "This preparatory phase allows one to then move into the actual practice where the relaxation response occurs. By the same reasoning, it makes sense that an individual who is embarking on a spa treatment might want to engage in a pre-practice of 15 or 20 minutes to begin preparing the mind and body to optimally benefit from the coming treatment."

In my quest to learn more about the benefits of relaxation pre-treatment, I found The SolTec Lounge. The SolTec Lounge technology improves the user's sense of well-being, peace & tranquility; and profoundly relaxes

the entire physical body & mind simply by resting comfortably in the Lounge. The SolTec Lounge delivers a sound, magnetic and vibration therapy session, making it a welcome addition to relaxation areas and a tool for creating treatments (both pre and post) that don't require a therapist.

My wife Michele and I were so impressed with the Restorative Relaxation achieved from our sessions, we signed on for Spa & Club Ideations to be the global distributor of the Lounge. One of the main things we love about the SolTec Lounge is it greatly benefit consumers without additional staffing or training needed from the facility. SolTec tends to bring about results more quickly and produce a more profound level of relaxation than other methods. Therefore, we are working with many spa execs to create treatments in the Lounge that begin the relaxation process before a client enters the treatment room.

The technology for the SolTec Lounge was created by Dr. Dan Cohen, who is known for licensing and bringing to market the Breathe Right nasal strip. Dr. Cohen is a wealth of information on Restorative Relaxation and I spoke with him for advice on stress relief. I hope you'll share this information with your clients and also practice Dr. Cohen's advice yourself:

- Have you forgotten what it feels like to be completely relaxed? Think back to a time you remember being so blissfully relaxed that nothing could bother you. You can feel this way every single day - it's your choice.
- Some Scientists and Neurologists are beginning to realize the brain is a filter that severely limits our experience. To get a sense of this, focus on your breathing for three breaths. While breathing slowly, turn your attention to feeling both of your hands for a couple of minutes. If you practice this technique, it won't before your feeling nature awakens and deepens.
- When meditating, adopt an attitude of openness, which negates the brain's filtering process. The deeper meaning of life can only be revealed when the brain's filters are lifted.
- When meditating, whenever a thought comes to mind, turn your attention to your body and simply feel all you can. By allowing yourself to feel, rather than think, your busy mind will become quiet and you will become much more heart-centered.



About the author - Jeff Kohl is the co-owner and Chief Operating Officer for Spa & Club Ideations, LLC. With over 25 years in the hospitality industry, Kohl has established a strong history of profitable operations and gained broad exposure to all areas of leadership across diverse business models. He has been continually active with the International SPA Association and Foundation Boards for more than two decades and chaired the ISPA board for three years. The mission of Spa & Club Ideations is to increase the competitive advantage of businesses in the hospitality, spa and fitness industries by providing consulting services and broad industry expertise. Details on www.spaclubideations.com.