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Time for Renewal

Creative ways to refresh your spa

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by Julia Teeluck

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.



Ste. Anne's Skin Nourishment line



Uniform by Noel Asmar

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.

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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