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Bringing Home the Gold

Friday, February 12th, 2010



The torch of this year's Winter Olympics has made its way to Vancouver, British Columbia, Canada, for tonight's opening ceremonies. However, the head office of [Éminence Organic Skin Care](#) in Vancouver began celebrating earlier this month. Armed with Éminence's Champagne Mimosa Body Oil—already a shade of gold itself—employees made their way to the rooftop of their office earlier this month and toasted to the global games that are taking place in their hometown.

The Olympics were not the only cause for celebration. Éminence is the official skincare sponsor for Mercedes Nicoll, a snowboarding champion who's a member of the women's Canada Snowboard National Team for this year's Games. Éminence created a personalized skincare routine for Nicoll so she can tackle nature's obstacles and go for the gold in this year's events.

"We're thrilled to be a part of this exciting time in Vancouver's history," says Meaghan Cochrane with Éminence. She added that the company believes that this is the opportunity to show the world what they've always known: "Vancouver is one of the most amazing places on earth and the reason why we call it home." —*Stephanie Flores*
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The Melting Pot

Monday, February 8th, 2010



In the cold winter months, clients often look for a quick fix to revive thirsty, ragged skin. And during this slow season, adding value to services is a surefire way to bring in guests who are reluctant to leave their warm, cozy nests.

One easy way to do it is to offer paraffin hand and foot treatments in your spa. You can add them to regular manicures and pedicures for no additional cost, enticing those clients intrigued by the warming component. You could also use them to promote services such as makeup application or hairstyling for a little something extra. Plus, paraffin on its own can bring in your clients' better halves this Valentine's Day; men warm to melted wax as a hand treatment quite well.

What also boosts paraffin during these bleak months are its romantic scent options. Manufacturers such as [clean + easy](#), [The Industry Source](#), [Universal Companies](#) and [Vivant Pharmaceuticals](#) offer varieties such as Dulce de Leche, Peachy Vanilla and Pomegranate Berry.

It's also easier than ever to keep paraffin services safe and sanitary. Rather than prompting clients to dip their hands into a common pot of wax, you can apply it in strips or line a plastic bag with product to surround hands and feet with moisture. Companies such as [Therabath Paraffin Products](#) and [Spa Revolutions](#) also offer systems that allow estheticians to insert paraffin into warm mitts and booties, which provide additional heat and comfort. —*Allison Rost*

Photo: *Hannah Ross*; Product Styling: *Cristen Wilson*
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Green Gathering

Tuesday, February 2nd, 2010

A wellness-minded eco retreat draws clients and sponsors to Malibu canyon.



In these hard-pressed economic times, spa-goers aren't booking weeklong wellness retreats like they used to. Heck, they're not even scheduling their regular services as frequently, according to many

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spa owners we've talked to.

But they still want to feel good and live a healthy life. Figuring out innovative ways to help them do that—and build loyalty for your business—is a valuable skill to hone.

One spa owner took a risk on a daylong spa retreat—keeping things regional cuts costs and promotes green practices—to attract new clients and entice existing ones. It was booked solid.

“It was a gamble, but one worth taking,” says Randi Ragan, owner of Green Bliss EcoSpa. “In a time of economic uncertainty, it was a way to forge creative partnerships with other businesses that fall under the big tent of wellness.”

The event, held in Malibu, California, on January 16, was billed as a “New Year’s Renewal Retreat,” which focused on showcasing wellness principles clients could easily implement. Fitness, nutrition, green-lifestyle and spa professionals gave workshops on meditation, ayurvedic cooking and feng shui design. YogaWorks led two group classes. And Green Bliss therapists provided organic facials, body and foot massages, manicures and pedicures. All products used in treatments were green, including those from Eminence Organic Skin Care, Zoya and Yoga Balm.



The wellness industry is like a tight-knit family. Regular spa clients are also likely interested in healthy eating, exercise and at least a little curious about how to live a greener lifestyle. Bringing all of those elements together to educate guests can endear them to you and your spa.

“It’s all about trying to imagine new, unique and exciting ways to reach your audience and grow your brand,” Ragan says. “I like that there isn’t one prescribed path, and that you’re only limited by your own imagination.”

Ragan is also a spa advisor, specializing in green practices. To learn more about staging retreats or greening your business, contact her at randi@greenblissecospa.com. —Heather Wood Rudolph
Posted in Editors' Blog | No Comments »

The Other Side

Saturday, January 30th, 2010



When my brother and I were kids, my mother would always fill our backpacks with new coloring books and reading material before we headed to the airport for cross-country flights. She had just one caveat: We were never allowed to open them until we were on the plane. While I now see it as a shrewd way to keep small children under control for long airborne hours, it’s a tradition I still maintain.

So before visiting family for the holidays late last year, I stopped at the airport newsstand and picked up a few magazines to peruse on the plane. Given that I now work for one, there aren’t many titles I don’t automatically read each month. However, I ended up with one that—oddly enough—I hadn’t checked out before: *Spa*. As in, the magazine that wellness-minded consumers read to incorporate more elements of *your* facility into their everyday lives. It seemed like a great way to conduct research into the demographics visiting your spa, and the more I know

about the people you’re serving, the better I can serve you.

Spa’s enthusiasm for beauty and wellness was obvious, and the magazine addressed implementing spa fundamentals as wide-ranging as décor or food offerings into readers’ routine. (That’s nothing but flattering.) But my interest was truly piqued when I turned to a section titled “Readers’ Choice: Your Favorite Spas,” which awards the magazine’s Silver Sage prize to a wide range of facilities across numerous categories. At first, I was surprised to see groupings such as “Favorite Green/Eco Spas” populated by honorees such as Canyon Ranch and Rancho La Puerta. It’s not that those facilities aren’t deserving; after all, Canyon Ranch in Miami Beach, Florida, was named Top Resort in our 2010 *DAYS SPA* Top Honors, which similarly recognizes outstanding facilities. But I can think of a dozen day spas across the United States that are much greener before arriving at any resort or destination spa. The same thing happened on subsequent pages—subject areas such as spa cuisine and affordability were filled by the same big names over and over.

I finally got a clue as to the thinking behind these awards when I turned to the page with the “Favorite Day Spas” listing. (Yep, out of 27 categories, this was the only one that explicitly said “day spa.”) The winners included the all-star Glen Ivy Hot Springs in the top spot; as well as the chains Burke

[Williams](#), [Bliss Spas](#) and [Spa Nordstroms](#) (as in the department store). Only in last place did I see a spa that we cover on a semiregular basis New York City's [Oasis Day Spas](#), which also happened to win our 2010 *DAYSPA* Diamond Top Honor.

In a magazine that's devoted to showing its readers how to incorporate the spa lifestyle, only one award honors the types of facilities that are easiest to visit on a day-to-day basis—and *Spa* certainly isn't the only publication to do so in this manner. However, something's off about that to me.

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Lend a Healing Hand: Healing Arts for Haiti

Monday, January 18th, 2010

One New York spa owner is organizing a nationwide effort to raise money for earthquake victims. Here's how you can help.



We've all seen the devastating images and read the harrowing news reports from the aftermath of the 7.0 magnitude earthquake that struck Haiti's capital earlier this month. Rescue and relief efforts are being organized around the globe. Bruce Schoenberg is determined to make the spa industry a leader in those efforts.

The co-owner of [Oasis Day Spas](#) in New York City and Dobbs Ferry, NY, is organizing [Healing Arts for Haiti](#), and he's asking spa owners from around the

United States to join him. "The goal is first and foremost to help the people of Haiti," Schoenberg says. "It's also important for our industry to get involved. We're in the wellness and healing business. It's our duty to give back."

Healing Arts for Haiti will be held February 12 at the [Grand Hyatt Hotel](#) in Manhattan, where Schoenberg hopes to offer healing services such as massage, manicures, pedicures and makeup application. Every dollar raised will be donated to [UNICEF](#) to directly helping rescue and relief efforts in Haiti.

Schoenberg is asking New York-area spas to join his team by donating services at the event, but he's also urging spas around the country to stage Healing Arts for Haiti events in their communities. "I want to see this in every city, suburb and town, no matter how small," he says.

Schoenberg is offering to help coordinate charity efforts with spa owners and directors around the country, and will offer guidelines for staging such an event—from securing a public venue to marketing and promotions.

"It's important for all businesses to give something back," he says. "The need in Haiti is so great right now, and I fear the worst is yet to come. It makes sense for the wellness community to be a leader in this effort. We get into this business because we care about people. And there's nothing more important than humanity."

If you would like to organize a Healing Arts for Haiti event in your area, please email info@healingartsforhaiti.org or contact Bruce Schoenberg of Oasis Day Spa at 212.254.7722, ext. 238.

You can also directly contribute to the following organizations:

[The American Red Cross](#)

[UNICEF](#)

[Doctors Without Borders](#)

[Clean Water for Haiti](#)

Dayspamagazine.com will update details of this event as they unfold.

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Fresh Start

Monday, January 4th, 2010

Ring in the new decade by adding, subtracting and ultimately multiplying your opportunities.



When I first met Ryan DeJong a couple of years ago, I thought he may have been lost. He bounded into an International Spa Association Knowledge Network meeting in Pasadena, California, looking more like a spring-break escapee than someone who was about to sit through a day-long business workshop.

But looks can be deceiving. "Hello, my name is Ryan DeJong, and I'm the general manager of [Pineapple Day Spa](#)," he said, as I raised an eyebrow. "We want to completely make over our facility from design to daily operations, and I'm here to make it happen."

Needless to say, DeJong's energy was infectious. In a subsequent interview a few months later, he revealed the secret to his management style: "I try to be hands-on with my staff and clients—whether it's spending time at the front desk, or sweeping and scrubbing the floors."

This roll-up-the-sleeves approach recently served DeJong well. He and owner Andrea Tompkins triumphantly completed the transformation of their Pine Bush, New York-based country salon into a sophisticated urban spa, earning it Top Design in this year's *DAYSPA* Top Honors. [Click here](#) to see which facilities received other prestigious honors, such as *DAYSPA* Diamond. And check out Pineapple's "Extreme Spa Makeover" video on our [home page](#). While you're there, click on "Web Exclusive" to see who won Top Website.

You'll be pleased to know that *DAYSPA* has added some fresh touches of its own. We've revamped our Table of Contents to give you a better look at our online offerings, such as giveaways, polls, blogs and *DAYSPA* eNewsletters. In addition, a new column called Raves & Faves allows our editors to pick their favorite themed and seasonal products. Plus, "Bright Idea!" showcases a time- or money-saving tip on our website and in each issue.

We'd also like to welcome three new industry experts to our advisory board. Savvy spa consultant Felicia Brown, LMBT, is the owner of [Spalutions!](#) in Greensboro, North Carolina, and Scott Kerschbaumer and Eva Sztupka-Kerschbaumer are the visionary co-owners of [ESSpa Kozmetika Organic Skincare](#) in Pittsburgh. They, along with our other board members, look forward to offering you valued business-building insights this coming year.

Best wishes to everyone for a prosperous 2010.

Rhonda J. Wilson,
Executive Editor, *DAYSPA*
Posted in [Editors' Blog](#) | [No Comments](#) »

Out With the Old, In With the New

Wednesday, December 30th, 2009



New Year's Day will be here before we know it. But before you pop open that bottle of champagne or sparkling cider to toast the arrival of 2010, consider what specials you have in place to help your clients detox from ringing in the New Year—or get a head start on their resolutions. These members of the [International Spa Association](#) have the following promotions lined up to bid farewell to a tough 2009:

- » [Joya Spa](#) at Intercontinental Montelucia Resort & Spa in Paradise Valley, Arizona, will offer Hangover Treatments—including a 25-minute Hammam session for \$35, or the Organic Facial (50 min./\$125).
- » [Solace Spa](#) at Boyne Mountain Resort in Boyne Falls, Michigan, has its Spa Renewal package on the menu to help clients get going on fitness goals for 2010. For \$299 a night, two guests receive accommodations as well as a \$200 spa credit, breakfast, fitness classes and unlimited access to the spa facility.
- » [Flowering Almond Spa](#) at the Founders Inn and Spa in Virginia Beach, Virginia, helps those who want to ease tension in the New Year with its Spa Lalala package. For a total cost of \$120, it includes a 25-minute pomegranate body scrub and a 50-minute massage.

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Green Genius

Wednesday, December 16th, 2009

When it comes to implementing eco-friendly practices, think outside—or inside—the box.

As an environmentally conscious spa owner, you look for new ways to reduce (limit water usage), reuse (glasses instead of disposable cups) and recycle (you know the drill). So do the manufacturers who seek to do business with you.



Looking for a good skincare partner based on its green practices doesn't necessarily mean only looking for an organic label. How a product is packaged and shipped can make—or break—a company's positive carbon footprint.

We receive hundreds of boxes and packages here at *DAYSPA*. While testing, photographing and familiarizing ourselves with the top products in the industry is an invaluable part of our jobs, sometimes the deluge of cardboard, cellophane, Styrofoam and bubble wrap can turn our inner green goddess into grinch.

So when a company goes out of its way to make its shipping and packaging practices eco-friendly, we breathe a sigh of relief. Here

are a few examples of earth-friendly packaging we've seen in the mail lately:

Bubble wrap—any plastic product, really—is banished from packages from **Eminence Organic Skin Care**. Instead of typical stuffing, the green-to-the-core company uses pouches made from recycled/recyclable paper. They keep precious products from breaking or leaking and can be recycled yet again. Even if they're thrown away, they'll quickly disintegrate in a landfill.



SpaRitual has become a favorite hand-and-foot-care line of green spas around the world. That, of course, means lots of shipping. To offset the environmental impact of all that transport, the company packages its products in paper canisters, tubes, boxes and envelopes made from recycled materials. It even offers handy reuse tips such as repurposing a shipping tube as a flower vase.

Joyful Bath Co. based in Bethesda, Maryland, packages its all-natural mineral salts in recyclable glass jars; and gift sets come in aluminum buckets that can be used to store the products. But the most creative concept is in its packing peanuts. They're made from cornstarch, which dissolves in water. It also adds a boost to bath treatments. According to the enclosed card that comes with each shipment, "Cornstarch is known to soothe and relieve itchy skin. So guess what? Throw some in the tub with your bath salts!"

Bathing in your packaging material. Now that's green genius.

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Do They Know It's Christmas Time At All?

Tuesday, December 8th, 2009



While it may be a winter wonderland outside your spa, you still want to bring some of that seasonal magic inside. It's an ideal time on the calendar to create themed services and promotions—if you haven't already—to treat clients weary of holiday shopping and harsh weather. We have some suggestions for both, thanks to the [V Spa at Hilton Anatole](#) in Dallas and the [International Spa Association](#), respectively.

Treatments

- » **Peppermint Chocolate Facial (50 min./\$125):** The classic yuletide scents join forces to refresh the senses and provide a glow to the skin.
- » **Spiced Hot Stone Massage (50 or 80 min./\$115 or \$185):** Cinnamon, nutmeg and vanilla join the longtime winter favorite for an extra kick.
- » **Mistletoes Pedicure (50 or 80 min./\$50 or \$85):** A pine- and wintergreen-scented soak preps feet for a cranberry scrub and a Clementine and mistletoe massage.

Promotions

- » [Complexions Spa for Beauty & Wellness](#) in Albany, New York, offers a \$20 spa credit with the purchase of every \$200 gift certificate, as well as a home spa gift set that's valued at \$75.
- » The spa at the [Biltmore Hotel](#) in Coral Gables, Florida, is holding a special holiday shopping day on December 14. While clients are there to pick up products and gift certificates, they can also get a [Kerstin Florian](#) facial for \$40.
- » [ZenSpa](#) in Calabasas, California, gives guests the chance to earn a free gift card with the purchase of five at the value of \$100 or more.

These are just a few suggestions—think outside the box for ways to attract the attention of jaded spa-goers who are already tired of the same old winter specials.

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Flu-Season Advice for Day Spas

Wednesday, November 25th, 2009

Tis the season to get the sniffles—or worse.



Like it or not, the flu is in full force this time of year. And the H1N1 epidemic (also referred to as "swine flu") is making matters worse. [The Centers for Disease Control and Prevention](#) reports that flu activity remains high in the United States, and most cases of influenza reported this year have been identified as the H1N1 virus.

While vaccines are making their way to the general public, new cases of influenza (the common flu) and influenza-A (H1N1) continue to pop up throughout the country. Now more than ever, it's important to protect your staff and



clientele by enforcing a strict health policy. "You may not be affected, but do what major corporations are doing. Plan for the worst and hope for the best," says Hannelore Levy, executive director of the [Day Spa Association \(DSA\)](#). The DSA has released some guidelines and common-sense principles to help you keep your spa in good health:

» Underscore that the No. 1 way to prevent the spread of flu is good hygiene practices. The need to wash hands and disinfect surfaces with something such as antibacterial wipes

should be stressed.

- » If staff members have children and that child's school is closed, do they have any child-care options available? Discuss this with your staff so they can prepare.
- » If an employee has any flu-like symptoms, she should not come in—no matter how full her schedule is. If you don't have someone to cover the slot, don't worry. Your clients will appreciate your protecting them and will become even more loyal to you.
- » Staff members who become ill need to be checked out by a doctor. If they do have the H1N1 virus, require them to get a release from their doctor confirming that they are no longer infectious before returning to work.
- » You might discuss with your local health department what steps to take if a staff member is diagnosed with H1N1. They may have information they can fax to you. If the health department offers any seminars, we recommend that you or your spa manager attend. Your Chamber of Commerce may also offer information sessions. (If not, you might suggest it to them).
- » It's a delicate subject, but for the safety of your staff and others, ask new and regular clients to notify you if they or their family members are diagnosed with H1N1. And establish a system to notify them if their therapist comes down with the virus within 48 hours of treatment.
- » If there were an outbreak in your spa, how would it affect your revenue? What would you do if the health department recommends (or orders) you to shut down? Scary as they may seem, you should consider these questions. Keep a list of important contacts—your bank, landlord and all creditors—to notify in the case of temporary closure or lost revenue.
- » Create and set aside an emergency cash fund.

"We don't want to seem alarmist, but we urge every spa owner to take this seriously," Levy says. "Better safe than sorry as they say."

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