

# SpaInc.

Canada's spa connection

Formerly Esthemag Pro Canada

winter 2010/11

## Promoting Your Spa

 Savvy marketing tips for a bustling winter season

## Medi Spa 101

Witness the evolution of the medical spa

Coping with Winter Dryness





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17



20



30



11

# CONTENTS

|    |                    |    |                              |
|----|--------------------|----|------------------------------|
| 07 | <b>global wrap</b> | 20 | <b>beauty marks</b>          |
|    | International Spas |    | Coping with Winter Dryness   |
|    |                    |    | Combating the cold           |
| 08 | <b>ambiance</b>    | 22 |                              |
|    | 100 Fountain Spa   |    | <b>nail spa &amp; beauty</b> |
|    |                    |    | Optimum Nail Health          |
| 10 | <b>strategies</b>  | 23 | Nail Products                |
|    | Marketing Your Spa | 24 |                              |
| 17 | Medi Spa 101       |    | <b>crossroads</b>            |
|    |                    |    | Fresh & New                  |
|    |                    | 26 | Gossip                       |
|    |                    | 28 | Events & Training            |
|    |                    | 29 |                              |
|    |                    |    | <b>soul to sole</b>          |
|    |                    | 30 | Donna Holtom                 |

Cover photo: 100 Fountain Spa,  
Niagara-On-The-Lake, ON

## THE FLIP SIDE *Our French Edition*

The French and English editions of Spa Inc. are now packaged together in our tumble issue

FLIP OVER



## New Year, New Beginnings

I love the New Year, and the feeling of rebirth that it brings with it. It's a time of affirmations (to get to the spa more often!), and ultimately new starts. Taking over on *SPA Inc.* in Theresa's absence is definitely a new beginning for me. With one issue under the belt, I look forward to many more interesting stories and products with which to inform and inspire you.

This issue of *SPA Inc.* has an interesting array of topics—from the evolution of the medi spa, to this issue's instalment our Opening a Spa series with a look at how marketing is no longer as simple as placing an ad; the likes of Google and Twitter have forever changed that. But as you will read, it doesn't have to be an overwhelming proposition. Intentionally, many of the other articles this issue centre around winter and the hardships that it can bring to our skin—that is, of course, without a little extra care and guidance from our favourite spa professionals.

While I'm on the topic of new beginnings, I'd love to hear your reaction to our new flip format. This will be the second tumble issue that packages our French and English versions in one. I welcome your comments on this, and encourage you always to send your remarks on anything you read in the magazine. Until next time...

*Bernadette Johnson*  
Bernadette Johnson

## So Many Options...

Canadians are in love with their spas—it's a terrific reality of today. And there's no time like these dreary winter months to draw us to the warmth and cocooning luxury offered on the spa treatment tables. The only question is what to choose—we have so many options available, it is a challenge to pick amongst them.

Throughout the coming pages, you'll hear from your colleagues and suppliers with tips for the winter months. In the Strategies section, a special focus on marketing strategies discusses ways to maximize your business during the snowy time of the year. Our Beauty Marks section delves into options for controlling winter dryness and keeping skin radiant. Throughout the magazine, there are more tips, products and stories of outstanding winter spa treatments.

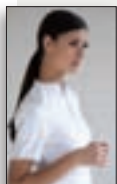
Cover to cover, our aim is to provide you with information to help your business. Please let us know what is working, and what more you would like to see!



*Heather Ednie*  
Heather Ednie  
French Editor

## OOPS! Our Apologies

In the Fresh & New section of our fall issue, *SPA Inc.* published the incorrect website for Dr. Belter's Multiactive Collagen Eye Mask, distributed in Canada by **Medispa Holdings Inc.** of Vancouver. The correct web address is **www.medispa.ca**. We regret the error.



In our fall Strategies article entitled "Spa Uniforms: Enhance your brand with staff style", *SPA Inc.* regretfully neglected to credit all the photos used in the feature to **Spa Uniforms Inc.** of Vancouver, **www.spauniforms.com**. Our sincere apologies for the omission.



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[www.hoteldorf.com](http://www.hoteldorf.com)



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[www.transformationsssalonandspa.com](http://www.transformationsssalonandspa.com)



## The Elysium Spa, Hastings Culloden Hotel

BELFAST, IRELAND

Originally built as an official palace for the Bishops of Down, the Culloden Estate and Spa—one of the most prestigious five-star hotels in Northern Ireland—stands high on the wooded slopes of the Holywood hills, overlooking Belfast Lough and the County Antrim coastline. Palatial surroundings, fine antiques and the highest levels of personal service are combined to create a unique elegance. The spa—offers a full range of health and leisure facilities, and a full range of ESPA spa therapies. It incorporates eight treatment rooms and two dedicated relaxation suites. The spa health club also offers a full range of facilities, including a swimming pool, jacuzzi, marble steam room and needle shower and deluxe changing suites furnished with ESPA toiletries.

[www.hastingshotels.com/culloden-estate-and-spa](http://www.hastingshotels.com/culloden-estate-and-spa)

# 100 Fountain Spa

A complete spa experience in the heart of Niagara's wine country



Photos: 100 Fountain Spa



In the heart of the Niagara, Ontario wine region, encircled by historical sites, world-class theatre, agricultural markets and fine dining, is a spa that reflects its rich surroundings in more ways than one.

Niagara natives and visitors alike have enjoyed the sanctuary of 100 Fountain Spa since it opened in 1996. The spa is one of the main attractions of one of Niagara-on-the-Lake's landmark hotels, Pillar and Post, owned and operated by Vintage Hotels. Ontario's only five-star country inn, Pillar and Post is a charming inn with a past intimately connected to Niagara-on-the-Lake's agricultural history. For its part, 100 Fountain Spa has leveraged this rich heritage and spectacular surroundings to create a unique and lavish spa escape.

A stunning reception area greets visitors in an environment that seamlessly blends classic and contemporary luxury. The luscious interior boasts a rich colour palette complemented by textural stone accents, soft trickling water features, and the warmth of elegant woodwork. Guests sit fireside in a plush spa lounge overlooking an outdoor hot spring as they await a wide range of aesthetic and body treatments.

"The mission of 100 Fountain Spa is similar to the Vintage Hotels' mission: to be the Premier Standard of Luxury in the Heart of Wine Country," says Dianne Turner, Marketing and Public Relations Specialist.

Indeed, the spa is themed to reflect its location in Niagara Wine Country. It has five wine-themed rooms sponsored by Niagara vineyards Inniskillin Wines, Chateau des Charmes, Reif Estate





Winery, Marynissen Estates, and Frogpond Farm. Even its exclusive product line, called Vitality, is prepared with all-natural ingredients indigenous to the vineyards of Niagara and is inspired by its location in the heart of wine country.

100 Fountain Spa has 12 individually appointed rooms along with a larger group manicure and pedicure salon which is the only one of its kind in Canada (six chairs featuring built-in massage and air-jetted, hand-blown glass bowls plus six manicure stations accommodate groups up to 12). In addition to traditional spa services, guests can enjoy the heated indoor saltwater pool, outdoor hot springs, fitness centre, plus a heated outdoor pool.

"The outdoor hot springs pool is unique to Niagara, and a huge draw both for the spa and the Pillar and Post. We have just begun adding Thermal Mineral Salts to the hot springs," says Turner. In addition to its exclusive Vitality line, 100 Fountain Spa recently added another product line, Kerstin Florian Thermal Mineral Salts. A number of treatments have also been created to compliment the Thermal Mineral Salts. The spa also offers gloMinerals makeup (a high-end mineral makeup with medical properties) and Biodroga Systems from Baden Baden Germany. The latter is unique because of its highly effective biological ingredients and cutting-edge use of bioengineered ingredients like its new line Anti-Age Cell Formula made with apple stem cells.

"The spa was completely transformed in 2005 into a 13,000 sq ft. spa paradise. Its ambiance of serenity and warmth is both contemporary and comfortable, allowing our guests to totally unwind and leave the pampering to us. It is a holistic environment, supported by highly qualified professionals, including registered massage therapists and caring staff, providing

a wide range of healing treatments," says Kelly Exelby, Senior Manager of Spa Operations.

Upholding the highest quality standards while delivering exceptional service has led to the spa receiving various accreditations and accolades, in addition to a loyal following of clientele. 100 Fountain Spa is a member of Leading Spas of Canada, Premier Spas of Ontario and Spasofamerica.com (which has reported 100 Fountain as the top-ranking spa in Canada every year since 2007).

100 Fountain Spa services reflect a wide and varied approach to holistic health, says Exelby. Categorized by general services (esthetics, body treatments and facials), massage, and gentlemen's services, the menu also presents a list of signature treatments and packages.

Four signature vinotherapy treatments feature the healing power of grapes. "The potent antioxidants found in grapes have been recognized not only for their heart health benefits, but for skin as well. In vinotherapy treatments grape seeds and skins from local vineyards are combined with wine extracts to improve skin health," says Exelby. The four treatments are Vinotherapy Facial, Purple Feet Pedicure, Bamboo and Wine Scrub and Vinotherapy Wellness Wrap. A sampling of three of those treatments can be experienced as part of the Head to Toe Wine Taster package.

100 Fountain Spa also boasts proprietary relationship retreat packages geared towards couples looking to explore their connection and enjoy special spa time together. The couple's massage is the spa's most popular treatment, says Turner, adding that the Niagara region lends itself to couples vacationing and enjoying the wineries and surrounding area.

Indeed, though they cater to a combination of day guests, stay and spa guests, corporate guests and social guests, the spa's clientele is typically overnight guests of Pillar and Post, ranging in age from 25-65. "They are typically couples or groups of women celebrating special occasions," continues Turner. "Our uniquely designed spa is perfect for an intimate couple's retreat or a large corporate group incentive getaway.

"Clients keep coming back because of the location in the Niagara Region, the environment including the outdoor hot springs, the quality of service, and the ability for guests to spend the entire day with us. It is a mini escape from their busy lives." ❖

**Size:** 13,000 square feet  
**Number of treatment rooms:** 12, plus a group manicure and pedicure salon  
**Number of staff:** 52  
**Retail:** Vitality, Kerstin Florian, gloMinerals, Biodroga Systems (Baden Baden Germany)



# Marketing Your Spa

**Marketing is no longer as simple as shelling out some cash to place an advertisement. It is an involved process that is critical to the success of your spa.**

Starting a spa business is an exhaustive and difficult endeavour. It takes hard work and long hours to take a spa from concept to reality. Once the spa is built, staffed and equipped, a spa owner can't just sit back and watch the customers roll in. This isn't Field of Dreams—if you build it, they won't necessarily come. Your spa needs to get the word out by being as creative as possible with your marketing efforts. Numerous experts agree that marketing is well worth the financial investment, but not all marketing tactics requires you to cough up precious funds. There is much more to marketing than buying an ad in the local newspaper. Perhaps here, in part seven of our Starting a Spa series, you will find an approach you had never considered.

## Welcome to 2011

"Marketing is absolutely critical," says Angela Cortright, owner of Spa Gregorie's. "Back in the day, when I started doing this about 12 years ago, there weren't as many spas around and you could do a lax job of marketing while still being successful."

Today, she says, that's no longer the case. "There are a lot of strong brands out there now and marketing is important for a bunch of reasons," Cortright says. "Not just for establishing your

own brand, but for answering the simple question that customers ask—'why would I go to this spa over another?'"

Effective marketing requires you to know your audience. The spa has been built with a certain demographic in mind and your marketing efforts need to reach out to that group. Let's say you've built a high-end spa with pampering treatments and packages that will cost customers more than \$150 per visit.



Would it be a good idea to staple flyers to lampposts outside of a few downtown bars?

"You have to really keep in mind who your customers are and advertise to reach them," says Paula Veenema, owner of Spa Magnolia in Victoria, B.C. "There's no point in spending money on an ad vehicle that isn't reaching the type of customer who will come in to your spa."

Spa Magnolia, for example, is focused on a primary demographic of at least 25 years of age. Many of its customers, Veenema says, are over 40. This means that marketing through social media outlets like Facebook and Twitter isn't on the spa's radar.

### Is online in-line with your target?

Social media marketing is thriving. Huge numbers of potential clients are browsing Facebook and checking Tweets every minute of every day. Don't promote the spa on your personal Facebook page. Create a page specifically for the spa. You can register the spa as a local business, upload a spa logo, fill in all the necessary information that visitors might want to know and publish the page for the world (or at least a good portion of it) to see.

"Social media like Facebook or Twitter is all about selling your deals, I think," says Lisa Gossen, Owner of Inner Balance Spa in Calgary, Alberta.

Cortright believes social media is about more than just selling deals, although promoting a deal lends a hint of legitimacy to the fact that you're constantly singing your own praises. "We're marketing junkies around here, and I think that is a big reason that we're so successful," she says. "I think the important thing about social media is to keep it relevant and to not go overboard with self promotion."

Social media, she believes, is an opportunity to create a feeling of community with current customers while simultaneously generating buzz. "Customers can share information about the spa with friends who might otherwise not know about the spa," Cortright says.

Even if a customer never talks to their friends about the spa, if they join the Facebook group it shows up on their profile page. It automatically shows their friends the client likes the spa. Twitter can be used similarly. Most spas use it primarily for informing followers about current promotions while some use it more actively.

"We have an arsenal of educational information that we have collected throughout the years and posted to our website, which we're repurposing now," says Cortright. "Our PR agency is tweeting about us several times per day, everything from hair tricks to skin care and diet. This helps get our name out there and also drive people to our website."



A great way to drive clients to your Facebook page is to run contests in which prizes must be redeemed there. It could be as simple as asking customers to post about their experience on the spa's Facebook page to receive 10 per cent off the next visit. It's all about getting the name out there.

The spa's website is also an important marketing tool. "We do an intake form with every client who comes through the door for the first time," says Gossen. "There are really two things people say. They either found us through a friend or they found us through the Internet."

"Your website is really important," agrees Veenema. "I would forego putting an ad in a newspaper if it was between that and making improvements to the website. The spa's website is a smarter investment than a one-time ad."

An elegant, pleasing website gives visitors the impression that your spa is equally elegant and pleasing. "You *have* to keep your website current," says Cortright. The design of your website has only a few seconds to catch a user's attention. If the website looks dated and neglected, chances are you've lost a potential client.

You also need to position the spa as high in search engine results (primarily Google) as possible. Many web design companies offer Search Engine Optimization (SEO) services. Using keywords and fancy programming, your website can be made to show up higher in Google's search results.

If you're in Toronto, as hundreds of spas are, consider choosing keywords relating to your neighbourhood. A Google search for "Toronto Spas" may not turn up your spa for 10 pages, so choosing those as keywords could be a bad choice. Somebody looking for a spa in the area of Yonge and Lawrence would be

quite happy for your spa, right around the corner from their office, to show up at the top of Google's search results. For your spa, *Yonge and Lawrence Hydrotherapy and Massage* might be a better choice of keywords to help potential clients find your website.

"I pay for everything that will get me high up in search results," says Gossen. "You have to have a good Google presence. In fact, I've stopped using yellow pages completely because it was no longer worth it."

Spa Magnolia is connected to the Magnolia Hotel, which pays for a sponsored ad on Google. "That helps us get our web hits up," says Veenema.

Most spas also participate in online discount programs like Groupon. "Everybody's doing that," says Gossen. "You don't make money off of it, but it gets the name out there and because most other spas are doing it, I have to do it."

### Digital Schmigital

"One of the very best marketing practices that we use is something I like to call leverage marketing," says Cortright. "An example would be to partner with a local yoga studio. They're doing a promotion, you're doing one, and you can make your dollars go twice as far by working together."

Recently, Spa Gregorie's ran a promotion called Eat, Pray, Spa. It partnered with a local health-food restaurant and a yoga studio, and capitalized on the buzz from the movie of the same name. "You can plan promotions around what's going on around the world, not just the spa world," says Cortright. The promotion included a yoga class, coupon at the restaurant and massage for just over \$100. "With all three of us promoting it, it really worked," Cortright says.

There are all sorts of partnerships that can be developed for something like this. Photographers, wedding planners, gyms and salons are just a few examples. "You have to be strategic. You can partner with charitable organizations too, but you need to know that the charity will give the right kind of exposure to your business," says Veenema.

There are also the tried and true methods like radio, print and television ads. "We do it all, the traditional methods of advertising like in newspapers and on the radio," says Cortright.

This approach is financially draining and while it does pay off, according to most, many spas don't have the finances to spend so much on this kind of marketing. A solution is to market your expertise. "I try to do a lot of radio interviews, talk with magazines for any articles that I can offer expertise in," says Gossen.

## Offer a dreamy Valentine's Day

Valentine's Day is, of course, the holiday for lovers, and spas appeal to the passion and sensuality the occasion promotes. Don't be left behind: make sure your Valentine's Day promotions are out of this world, and get the word out about the romantic experiences that await.

What are some of this year's Valentine's plans?

At Quebec's BALNEA, three promotions add special value to the existing packages.

First, *soirée gourmande* combines the table d'hôte and thermal experience: Every couple also receives an oh-so-decadent chocolate and raspberry cake and scrumptious dessert wine. Second, an exclusive offer for lovers including the choice of eight packages designed especially for lovers combine luxury, sublime treatments, and intoxicating massages.

For Valentine's, these packages also feature a mini-treatment (face, eyes or hair), fruit, chocolate and a glass of wine. Finally, BALNEA promoted its trinity massage, a sensual three-in-one massage, inspired by Hindu myths. Applied by three therapists, this signature treatment allows lovers to sample the absolute bliss of a four-hand massage. Following the treatment, couples can prolong the pleasure with

the thermal baths and a delicious chocolate fondue and glass of wine.

At Holtz Spa in Ottawa,



Valentine's Day is approached as an opportunity to market their couples' services and attract new clients. Champagne and chocolate treats are served to all couples in the lounge throughout the day, while treatment rooms are decorated with roses, and rose-scented oil is used in the services.

"Couples massages and our popular Romance Package are paired with our Santé Restaurant romantic Valentine's Dinner menu for an evening of total pleasure," says owner Donna Holtom. "However, we don't exclude the singles who want to treat themselves on Valentine's Day with a Chocolate Body Wrap or Champagne Facial."







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**New Distributors Welcome**

In order to keep a marketing plan from growing stale, you need to continually evaluate it. "Every quarter we reevaluate our marketing strategy," says Veenema. "Every quarter I also look at what we're booking most, least and think about what we can do to get the average amount per hour per room to go up."

At Spa Gregorie's, the self-professed marketing junkies evaluate the strategy regularly. "We have regular marketing meetings about once a month where we discuss what's working and what new opportunities there are," Cortright says. "We also plan six months ahead, so that we know what promotions are coming up and how we can prepare for that."

Word of mouth is a huge marketing tool. You can get your spa

out there by getting yourself out there. Your spa can also generate word of mouth by offering excellent service. So in a way, what you do in the spa can be a good marketing tool outside of the spa.

"Give your customers a very positive experience so they can be your marketing tool and go out and talk about you," says Veenema. "Clients are coming in and paying you, but you can still have them out there doing something for you."

Spa Magnolia presents each client with a small gift bag as they get ready for a service. "The bag has a little shampoo, a bar of soap and a card thanking the customer for choosing us," Veenema says. ❖

## 10 Quick marketing steps to achieve a bustling winter season

*Spa Inc.* decided to consult the experts for savvy tips on how to keep clients flowing through your spa during the harsh winter months. We spoke with two leading consultants: Dori Soukup, principal consultant at Inspiration Management, and Woody Yowler, president, Spa Visions.

**1 Launch a referral campaign:** Pull all the stops—have staff wear buttons, distribute flyers, run a contest and make an event of it. "Run a contest to 'win a day at the spa for you and a friend' and during the campaign, collect the friends' names, emails, etc.," Soukup says. "The only real cost is a day at the spa for two people, and you can generate a lot of leads in the process."

**2 Offer spa memberships:** With an annual membership fee, there are no 'down times.'

**3 Use your website to its fullest:** A common mistake made is to not focus on capturing leads with adequate information. "Websites need an invitation to 'do something' on their homepages," Soukup adds. "It could be 'enter to win' or simply the opt-in to receive the spa newsletter—either way, you capture information."

**4 Create packages to target seasonal needs:** "Offer packages to appeal to needs," says Yowler. "In the winter,

combine treatments that exfoliate, that moisturize, with heat, and keep your language consistent."

**5 Offer second-person discounts:** mother-daughter packages, romantic Valentines packages, or Winter Girlfriends Getaway packages.

**6 Remember the power of word of mouth:** No matter how creative your marketing campaign or how festive your seasonal promotions, in the end, long-time business boils down to clients' experiences. Reinforce a strong brand and image, offer unique treatments, and promote what makes you unique. "The problem in the spa industry is we tend to be followers," Soukup adds. "Personally, I look at my competition as 'what not to do.'"

**7 Appeal to their senses:** In the spa environment, clients' senses are heightened. "Work with elements from the surrounding environment, such as ferns or pine," Yowler explains. "Or at Valentines, offer up treatments of chocolate, or rose petals in the baths."

**8 Use your guest book:** Have a guest book onsite to collect testimonials and request permission to post their words on your website.

**9 Communicate through your newsletter:** Offer valuable content. Include stories and tips. Do promote packages and seasonal offerings, such as a series for the face to combat the damage of winter. And announce the bundles you offer—accessories such as neck wraps, booties, or gloves that clients receive with various packages. Announcements in the newsletter can generate excitement for new promotions, or renew interest in popular packages.

**10 Cross-promote:** Offer beverages to go with certain treatments, and form relationships with stores and other dealers to cross-promote spa services and related products. Package treatments with a compatible gift, be it a product, a drink or food, or a small gift card at the end of the day. "Don't forget, a client's not a client until the second visit," Yowler adds.



# WINTER SPECIALS

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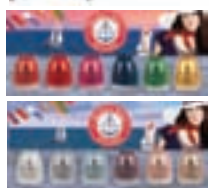
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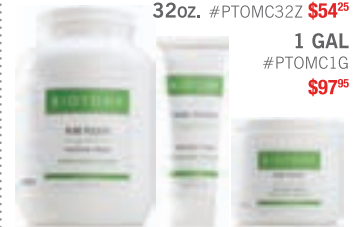


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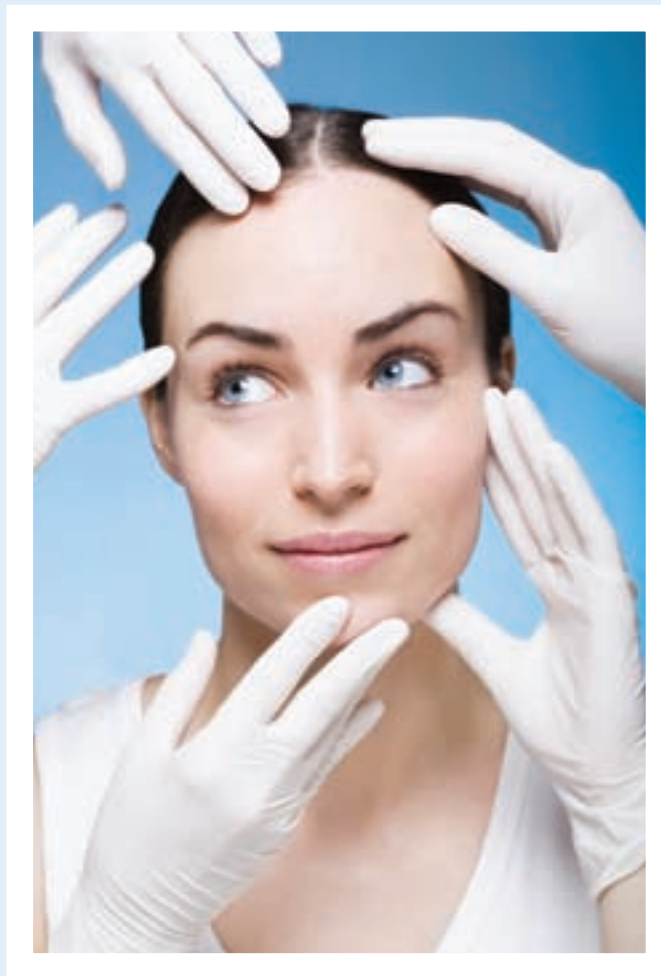
# Medi Spa 101

In recent years the industry has witnessed the blending of the health care and spa industries with the emergence of the medical spa. And the model continues to evolve. The lines are blurring, say experts, bringing to light new opportunities and some unique considerations for stakeholders on both sides of the coin.

“The main point of differentiation is that a medical spa has medical estheticians and doctors on staff, as well as nurses. There are different teams that are certified and licensed to provide different services. Traditional day spas can’t do certain things,” says Larry H. Oskin, President, Marketing Solutions Inc. and PR Chairperson of The International Medical Spa Association. “But] the crossover between medical spas and day spas is blurring.”

Medi spa treatments include dermatology; cosmetic injectables and dermal fillers such as Botox, Juvederm and Restylane, Perlane, and collagen, which help diminish fine lines and wrinkles, and plump the lips; laser spot removal and laser vein treatment; laser hair removal; photorejuvenation (IPL); deep exfoliation treatments like microdermabrasion; chemical peels; and cellulite treatments. Recently, many Canadian medi spas have also added Latisse to their menus; approved in Canada in May of this year, Latisse is the first and only Health Canada-approved prescription treatment for eyelashes (it promises to grow them longer, fuller and darker).

“The injectable treatments are typically the highest in demand followed by things like laser hair removal and chemical peels,” says Dr. Diane C. Wong, MD, Cosmetic Physician, and Owner, Glow Medi Spa, in Toronto’s Yorkville. “In the U.S. the market for



prescription lash lengthening and strengthening is going crazy. It’s huge. It has only been around eight months and I think it’s now the number four [most popular] non-surgical cosmetic treatment. Things like that drive people into a medi spa.”

Glow Medi Spa offers non-surgical cosmetic enhancement and skin rejuvenation in a spa-like atmosphere, but with the regulations of a medical clinic as far as cleanliness, sterilization, etc., says Wong. “I definitely keep the atmosphere very spa-like, because clients prefer that type of approach. I know many physicians that have tried blending it with their medical practice, but it’s not ideal for their clients to come in and sit beside someone who has the flu,” she continues. “It’s a very big part of the marketing of medi spas—we’re getting away from that typical medical environment and feel. Customer service is a priority.”

Increasingly, today’s medical spas are offering their services in a spa-like environment, agrees Oskin, adding that many have even begun to offer traditional spa services like body massage and wraps, facials and mani/pedis in addition to their medical services.

“It’s been an interesting trend where dermatologic, cosmetic and plastic surgeons are entering the medical spa arena, hiring estheticians and offering day spa services within their practice so

they can provide pre and post-operative skin care," he says.

Oskin suggests that even naturopaths are well-positioned to enter the fray, adding that there are natural synergies with the goals of this professional group and medical spas and wellness centres. Services could—and often do—include medical treatments including pain management, nutrition consultation, and sleep-health consultations, as well as traditional spa services.

And hybrid models exist on the traditional spa side as well. Many day spas invite medical professionals to come once or twice a month for consultations/treatments. "This way, even though they are a day spa, they can provide botox to clients by bringing a medical doctor on board. It works both ways," says Oskin.

But Wong cautions that many businesses are using the term medi spa solely as a sales tool. "The medi spa is supposed to provide medical-grade treatments that are supervised by a medical physician. It's become a business franchise type of thing—where business owners have no medical background or knowledge but they see a business opportunity and they open up medi spas and use the name as a marketing tool. They have veered away from the mandate of what it was supposed to be."

Strict guidelines for medical procedures exist in each province, says Wong. In Ontario the guidelines are looked after, endorsed and created by the College of Physicians of Ontario. One of the latter's biggest mandates, she says, is that the physician should see the patient on at least the initial consultation; the procedures, particularly prescription drug treatments, must be designated to qualified personnel, such as a registered nurse.

"Consumers have to be careful. The risks are huge; there are many potential safety concerns. It's unfortunate. For instance, there may be a physician name on the clinic, so the consumer thinks there is a physician taking responsibility, when really, often times, it's a physician by name only," says Wong. She cites laser procedures (laser hair removal particularly) as an area with little regulation, and little understanding on the part of consumers.

"The laser is a very powerful piece of equipment that can carry high risk—education of the personnel doing the treatment is crucial. We carry one of the highest grade machines in laser hair removal and we have qualified personnel, and some of the public balks at our price. They're price shopping. And that's dangerous. Lasers are now everywhere and the public doesn't understand the difference. IPL and laser hair removal are widely

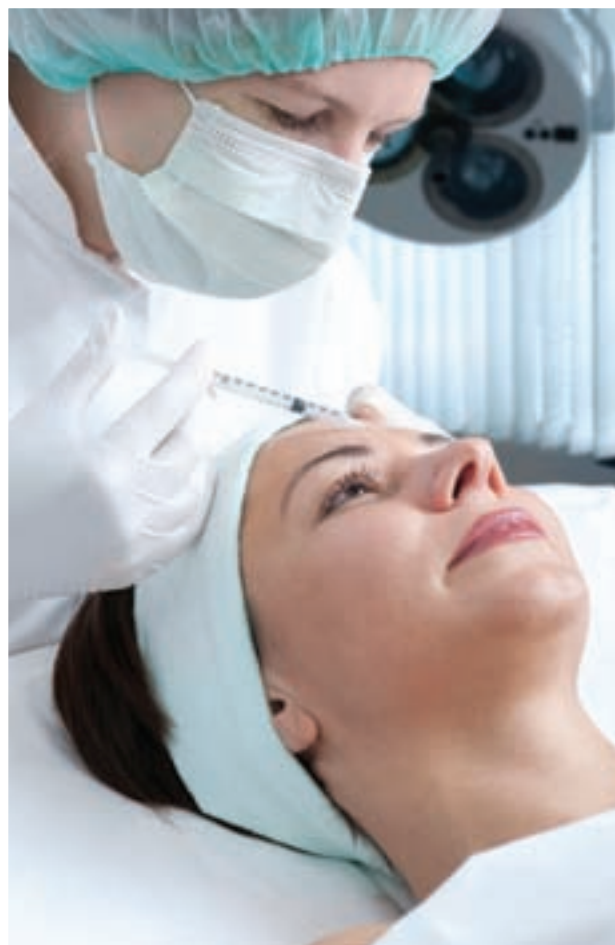


available, but there can be a huge difference in the equipment," she says.

Both Oskin and Wong agree that the right staff and equipment are paramount to customer care, success and quality control within the medi spa realm. There are major differences in the quality of available machines, says Oskin, and many times, staff must be specifically trained and licensed to operate certain machines.

"Equipment is a huge investment to running a successful medi spa. It's not something you enter into lightly," he says. The other key area, he continues, is staffing and training. Board-certified plastic surgeons and dermatologists, licensed and certified professionals make all the difference.

"Many medical esthetic schools are now designated in these types of treatments and products so they concentrate more on chemical peels, microdermabrasion, and laser treatments vs. the traditional esthetics academy which focuses on facials, manicures and pedicures," says Wong. "The training for medi spa professionals is completely different; while both groups have a great awareness of the skin and biology of the skin and how to treat skin types, the focus for medi spa professionals is very different." ❖





# Equipment Packages 2011

## PACKAGE 2010A

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- HZ9009 Gas lifted stool
- D1000B Facial Steamer or D1000BT Facial steamer with timer
- SL114 Magnifying lamp without stand
- HY735 Trolley with lamp fittings & drawer

**OPTION:**

- D3560 Facial bed plus \$60
- D8322 Facial bed plus \$100

## PACKAGE 2010B

**\$1265<sup>00</sup>**

- D3668 Hydraulic facial bed
- D1000B Facial Steamer or D1000BT Facial steamer with timer
- SL114 Magnifying lamp
- HY735 Trolley with lamp fittings & drawer
- GD98041 Gas lift stool with back rest

**OPTION:**

- D3668 Hydraulic bed in Black *No extra charge*
- D220 Metal Trolley plus \$40

## PACKAGE 2010C

**\$1470<sup>00</sup>**

- D3673 Electric facial bed
- GD-K1000B Facial Steamer
- SL114 Magnifying lamp
- D-220 Metal Trolley with 2 locks on the wheels. Power bar included.
- HZ9017 Gas lift stool with backrest

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# Coping With Winter

Moist skin is happy skin. Keep clients and staff educated on the best ways to deal with winter dryness and your spa can stay clear of the winter blues

For many people, the fall is foreshadowing. The temperature drops, leaves dry out and float to the ground, flaking apart as they fall and crumble to nothing. As the winter cold that was hinted of in the fall closes in, human skin can go the way of the leaves. It dries out, cracks and causes discomfort for millions of Canadians. The spa can be a client's winter-dryness refuge during the frigid months by providing information and products to soothe parched skin.

"Winter is a very common time for dry skin," says Dr. Benjamin Barankin, dermatologist and director of the Toronto Dermatology Centre.



In the summer months, environmental humidity does a nice job of helping the skin maintain a degree of moisture. As the winter closes in, ambient humidity drops significantly. Lines in the skin grow more visible, skin becomes irritable and itchy and redness becomes more pronounced. And inside the home we crank up the furnace, drying out the air further. "We are surrounded by this dry air for several months," Barankin says.

In the worst case, skin can crack and bleed and, if ignored, develop an infection. To help clients deal with this seasonal affliction, the spa should be equipped with the latest products and knowledge out there.

"The most basic thing to know is that you should moisturize more than you would in the summer months," Barankin says. During more humid months, lotions, which are typically more

watery, can be used to effectively maintain skin moisture. The winter, according to Barankin, requires creams and ointments because they are typically thicker and richer than lotion.

Hands and feet are usually the first and most adversely affected by dryness. Barankin recommends a greasy ointment. "It's very important to apply this immediately after washing the hands, while the skin is still moist, to lock that moisture in," Barankin says.

This is particularly important for older clients. The elderly are more affected by dry skin—as the body ages, it loses the ability to produce natural moisturizers.

The rest of the body would be better served with a liberal application of a cream moisturizer.

"Something cream-based is more elegant than an ointment and works best for the entire body," says Barankin. The best time to apply an all-over moisturizer is

the same time as a hands and feet moisturizer. After a shower, after thirsty skin has drunk its fill, lather up to keep the skin happy all day long.

Spa clients suffering from acne are presented with a challenging situation in the winter. Most medicated washes are formulated to draw the moisture out of the skin.

"You compound that with the drop in humidity and these people become extremely irritated," Barankin says.

Even hand soap during the day can negate moisturizers that were applied in the morning.

The spa can advise clients to use a mild cleanser when washing the hands during the day and provide soap free cleansers at the



# Dryness

spa (for staff to use as well).

Individual sized tubes of ointment are a great product to offer clients in addition to full-sized products. This will allow repeat applications through the client's day.

Barankin recommends products like Cetaphil Restoraderm or Impruv from Stiefel Laboratories Inc., which both contain ceramides, a family of lipid molecules known to increase moisture retention in the skin. "More and more, dermatologists are looking at ceramides as highly valuable moisturizers," says Barankin.


He also recommends products containing shea butter, glycerin and dimethicone, found in products like Ole Henriksen's Nurture Me. "These are all good ingredients for combating winter's extreme drying effect," Barankin says.

Spa clients can also help keep the skin moist by running a humidifier in the bedroom while they sleep. People spend around eight hours per day in the bedroom and this can be a great opportunity to hydrate the skin. It would also benefit both spa clients and spa staff to have humidifiers running throughout the spa. ❖


## A sampling of products to keep the skin hydrated and comfortable




Stiefel Laboratories Inc. nurtures the skin with Impruv. Impruv Natural Repair products replenish lipids the skin produces naturally with six botanicals to help restore all-over body moisture and repair extra dry skin on the hands, body and feet.




Beauty Through Balance's Hydra Skin Renewal Gel for Face and Body is a powerful gel treatment mask for face and body that penetrates deeply as a spot treatment or a weekly hydrating facial mask.



Ole Henriksen's soothing Nurture Me crème cushions the skin with nourishing vitamins. It helps calm, protect and hydrate sensitive skin.



G.M. Collin offers a velvety textured formulation designed to increase the water level in the skin and the lipidic protection of normal to dry skin suffering from dehydration in its Hydramucine Optimal Cream.



Procure introduces Hydraqua Ultra Hydrating and Replenishing Care, a shower gel containing phyto-glycerine, vitamins and oils which help to combat skin-drying factors. Soap free, non greasy, non tacky and non occlusive.



Juliets Room's Forgive My Sins Organic Antioxidant Crème utilizes rich oils to restore moisture balance and leave the skin feeling deeply nourished and hydrated. It is also certified vegan.

# Strategies to combat the cold

The thermometer plummets, the wind blows and our skin becomes red. In winter, the production of sebum slows down, the hydro-lipidic film on the surface is altered and becomes less effective as a barrier, leaving the upper layers of the epidermis—the Stratum corneum—without protection. It is therefore weakened. More like crocodile skin than the skin of a peach, it dries up, pulls, reddens, heats up, stings and becomes marked. Its natural defenses diminish. It is irritable, reacts easily, indeed it becomes intolerant. And it ages even more quickly!

The skin most affected by this phenomena is the most weakened skin, that's to say lipid-less skin—dry to very dry skin—as well as sensitive skin, be it blotchy or not. The winter season shows little mercy for these types of skin. Even normal and oily skin can also be affected.

## The plan of attack

In winter, beauty regimens are primarily about protection—from the cold, from the wind and from the abrupt changes in temperature, as these factors are hard on the skin. Redness occurs, skin becomes taut and irritated. It is necessary to use skin care products on all parts of the body that are exposed to the climatic elements: the face, the lips and the hands. The lips in particular go dry very quickly in the cold, as they are not protected by the sebum like the other parts of the face. For the face and the hands, using protective creams that are rich and oily, is the best solution.

## More essential than ever: hydration

The key word each day is hydrate, hydrate, hydrate! Not only the face but the whole body, at least after each shower. However, once the skin is well hydrated, it is important to avoid letting it dehydrate. To achieve this double objective requires using nourishing formulas that both hydrate and prevent dehydration. These double-performance treatments include glycerin, or even better, high concentrated polysaccharides combined with butters

such as Shea, mango or cocoa, and represent a veritable barrier against the cold by leaving a protective, non-sticky film on the skin's surface. The textures are generally very silky and the feeling of comfort and relief is immediate upon application.



## The Omega-3s, indispensable allies

These essential fats play a leading role for our skin, both structural and functional. Basically, the omega-3s integrate into the fats of our cellular membranes. They increase the elasticity and resistance of the skin as part of an effective barrier. As well, the addition of omega-3s significantly reduces the concentration of a common cause of inflammation in the skin cells: the PGE2 or prostaglandin 2. The skin is therefore soothed.

So remember, to deal with the harsh climate, it is beneficial each morning and night to add some drops of a rich concentration of omega-3s to your cream.

## Masks are hot in winter

Winter is an ideal season to profit from the numerous benefits of masks. Regenerating, hydrating, and nourishing, they replenish and soothe. Excellent complements to the daily care regimen, they take effect in a matter of minutes. The skin recovers quickly, becoming soft, supple and radiant.

No, winter won't affect your skin if you take the right steps. A last piece of advice: think about protecting your skin from the sun with an adapted sunscreen. Even when it is freezing outside, sun protection remains indispensable! ❖



Isabelle Villeneuve is Scientific Director—Head of Innovation at Laboratoire Dr Renaud. Passionate about cosmetology, she has more than 20 years of experience. She has been actively participating in the dynamic development of Laboratoire Dr Renaud since 1995.



# Optimum Nail Health

**The winter isn't just hard on our stretchy skin. Fingernails and especially toenails need careful attention too**

**W**e all know winter weather can be hard on the skin, drawing out critical moisture. Many people don't consider the fact that these dry conditions are also hard on other parts of the body, namely the finger and toe nails.

According to the International Pedicure Association's advisory board, winter pedicures don't require any additional steps to maintain nail quality during the moisture-starved winter months, but rather different steps. A good idea, according to the IPA, is to implement a whole treatment plan.

"Giving the nails a light buffing and avoiding the use of nail polish for at least a month during the winter season can be great for overall nail health," says the IPA.

Linda Bond, executive director of the IPA, leads by example. "I begrudgingly go without polish in the winter because I know it's so much healthier for my feet, and it really shows," she says.

If clients insist on wearing polish on either the fingernails or toenails during the winter, they would be well advised to invest in a good moisturizing nail polish remover.

Most methods for maintaining moisture in the toenails can

be applied to fingernails as well, but the feet do require a little extra care.

The use of an anti-fungal spray on the feet during the dry months is advisable. While it is difficult to maintain proper moisture, the feet can be subject to damp, cold conditions quite regularly, doing damage to the skin on the feet as well as the toenails. Ingredients like avocado oil and panthenol, which are good for the skin of the feet, are also beneficial to nail health. They also help give the nail a healthy shine, a good thing when you're avoiding polish.

"I do use Footlogix Anti-Fungal Spray myself," says Bond. "I think we've often found our feet wet from boots that were not waterproof... feet perspire in skates or boots and that can perpetuate a fungal condition of the nails or skin."

An important thing to remember when hydrating dry skin and cuticles is that feet need different products than the rest of the body because they are in such a moist, dark area and sustain much more pressure than skin anywhere else. When hydrating the cuticles and nails on the toes, remember to use a non-occlusive product that will not clog the pores. Your feet will thank you come spring. ❖





◀ **Zoya's** Intimate six-piece metallic and cream collection was designed to recreate the custom looks developed for and inspired by the runways of New York Fashion Week—Spring 2011. Ultra long-wearing, glossy nail lacquers by Zoya are free of harmful industrial chemicals known to cause cancer and birth defects like toluene, camphor, formaldehyde, formaldehyde resin and dibutyl phthalate.

[www.zoya.com](http://www.zoya.com)



▶ **OPI** hits a high note with a winter nail lacquer line inspired by the movie *Burlesque*. The collection features a series of 12 glitters and shimmers from Bring on the Bling, a glittery gold, to a glittering blue in Shimmer & Shimmer and The Show Must Go On!, a deep pink shimmer.

[www.opi.com](http://www.opi.com)



▲ **CND** plans to unveil 12 new Shellac shades in March 2011, with colours ranging from beige to black. This addition expands the line to 24 shades and creates countless layering options. Shellac is hypo-allergenic and 3-Free (no formaldehyde, toluene or DBP).

[www.cnd.com](http://www.cnd.com)

▼ **Essie** intrigues with its winter collection, *A Winter's Tale*. Deep, mysterious colours mirror the season's fashions with intense jades, deep violets and rich blacks.

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**Yon-Ka** Paris extends the lifting/firming Advanced Optimizer collection with Advanced Optimizer Gel Lift. It is a fresh, smooth, readily absorbed gel containing natural firming extracts combined with a new generation skin-tightening agent. Gel Lift envelops the skin to smooth and restore firmness to the delicate neck, décolleté and bust area.

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**Institut' DERMED** redesigned its Diamond Peel, a potent TCA/AHA peel blend that reverses the signs of aging in the skin. It works to soften deeper wrinkles, fade hyperpigmentation for a fresh youthful look and prevent abnormal malignant cell growth. The peel contains the highest concentration of active ingredients available without prescription.

[www.idermed.com](http://www.idermed.com)

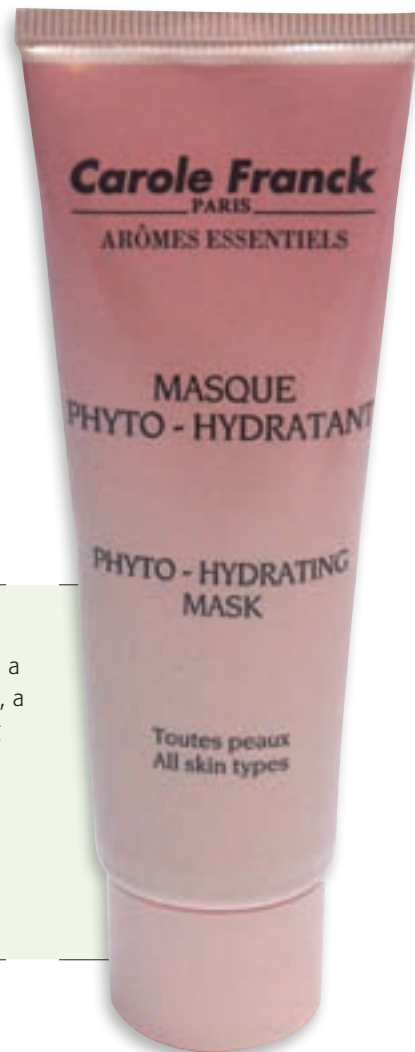


**Yummy Skin's** spa inspired foot soak, foot scrub and foot balm are guaranteed to keep the rough skin on your feet feeling smooth and fresh. The soak's moisturizing oils and soothing salts will disperse into water and help reduce swelling and tension while bringing moisture back to the feet. The scrub exfoliates with sea salts and the balm locks in moisture to prevent cracking.

[www.yummskin.com](http://www.yummskin.com)

**Carole Franck** makes skin hydration a breeze with Masque Phyto-Hydratant, a nighttime mask containing algae, egg lecithin in oil, jojoba oil, essential oil and petit grain. Ideal for use after a bath or shower when the pores are open and relaxed.

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**Belmonda** Beauty Academy & Distribution Inc.'s 2nd edition catalogue is available to all estheticians, salon owners and nail technicians in the beauty industry. The full colour catalogue has over 100 pages with many new products and the latest beauty trends. The catalogue is free of charge.

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**Laboratoire Dr. Renaud's** Lift Jeunesse is an intense repairing night cream specially formulated to fight visible signs of skin sagging and deep wrinkles. It is mainly recommended for mature, demanding skin that experienced the harmful effects of time and climate.

[www.ldrenaud.com](http://www.ldrenaud.com)



**Repêchage** Sea Spa Body Care Travel Collection is conveniently organized in a signature Sea Spa bag with essentials for keeping the body beautiful, in travel sizes—perfect for on-the-go people. The Travel Collection is small enough to go anywhere but potent enough to keep the body hydrated, nourished and glowing, no matter where. Contains a body wash, body cream, anti-oxidant hand cream and foot cream.

[www.repechage.com](http://www.repechage.com)

**Dr. Belter's** Multiactive Collagen Eye Mask features pure collagen pads and an eye contour serum that gently and effectively stops dryness, wrinkles and puffiness immediately. The eye contour serum is cooling, refreshing and instantly firming. With amino-peptide Eyeseryl to combat fluid accumulation, Lumin-Eye-Complex with anti-oxidant Ash tree extracts and vitamin B3 to strengthen blood vessels and Euphrasis extract to calm the tissues, this serum supports and heals the eye area. Liquid crystals in the serum burst under gentle massage to deliver instant hydration.

[www.medispa.ca](http://www.medispa.ca)



by Larry Greene

## Construction Begins on new Spa in Quebec

On December 7, 2010, the first shovel was ceremoniously laid on Bleu Spa's five-acre site. Situated 15 minutes from downtown Ottawa, the spa will combine saunas and Nordic baths in a natural setting, enhanced by yoga and therapeutic massage, and a bistro restaurant, Le Café Bleu. Guests will also be able to hike, snowshoe or cross-country ski within a program of outdoor activities.

The 11,000 square foot building will have a more contemporary design than your typical chalet-style Quebec spa. The spa model reflects the vision of its two co-founders Marie Grégoire and Sarah Charbonneau, who have channeled their concept towards similar models in Iceland, Switzerland and France.

So far, so good! Cement for the building foundation was poured in time for Xmas, and the steel structure assembly will proceed in early January. The tight-knit schedule will enable Bleu Spa to open by August 1, 2011, just in time to attract a fall season clientele.

The original plan, conceived over four years ago, involved the design and implementation of a Health Centre. The concept was sound as a business model, but needed to be expanded four times over in order to become financially feasible. When the spa model was enlarged two years later, with a variety of outdoor baths and also a bistro, the project attracted more investors, including myself and Joseph Beaudoin, the eventual contractor. Consequently, we convinced two banking institutions to leverage the deal, and the \$4.5 million project became a reality.

All seemed ready to takeoff in the fall of 2010, until a detailed cost analysis revealed that the project was under-priced by nearly \$300,000, due to the LEED requirements. The architect firm, Blouin-Tardif of Montreal, and Construction Beaudoin Canada, of Gatineau, have combined efforts to make this project both innovative and eco-friendly. The Bleu Spa will be the very first Leed-certified spa in Quebec.

A subsequent meeting with the banks nearly undermined the deal, and only with additional guarantees by the shareholders, did the financing gain approval. Already two months late, the construction team scrambled. Work accelerated rapidly, and within six weeks the cement was poured and a sigh of relief heaved by all concerned. And to think, two major snow storms, which would have delayed the construction until spring, eerily bypassed the Outaouais region at the very last moment. Luck is evidently on our side.

*Larry Greene is the co-developer of Bleu Spa, set to open its doors in August. He will be sharing his first-hand experience of constructing and opening a new spa in this column. Tune in each issue to learn about his progress, and what challenges he must overcome.*



## The Results Are In

SpaFinder announced the results of its 2010 Readers' Choice Awards. Spas from around the world were recognized in categories ranging from Best Affordability to Best for Going Solo and Best for Luxury. Canadian spas showed up throughout the list.

Canada's favorite spa, according to spafinder readers, is Ste. Anne's Country Inn & Spa in Grafton, Ontario, about an hour east of Toronto. Jim Corcoran also made an appearance on the list as Favorite Spa Manager. Ste. Anne's was also recognized as having one of the World's favorite spa treatments with its Golden Moor Mud Bath.

Toronto's Elmwood Spa was voted one of the top day spas in the world. Spa Eastman in Quebec was recognized in the Best Environmental Practices category. The Fairmont Banff Springs made an appearance under Best Golf as well as the Best for Men category and Best for Romance. Pam Ouellet, spa manager at Banff Springs, was also among those recognized as Favorite Spa Manager. The spa also (not surprisingly) appears in the category of Best for Winter Sports, alongside The Four Seasons Resort Whistler.

The Stillwater Spa at the Park Hyatt Toronto received praise as one of the Best Urban Hotel Spas.



## EVENTS

### February 2011

SpaTec Asia  
February 16-19,  
Kota Kinabalu, Malaysia  
[www.mcleaneventsinternational.com/events/SpatecAsia2011](http://www.mcleaneventsinternational.com/events/SpatecAsia2011)

BeautyAsia  
February 21-23,  
Suntec, Singapore  
[www.beautyasia.com.sg](http://www.beautyasia.com.sg)

Day Spa Expo  
February 27-28,  
Las Vegas, Nevada  
[www.dayspaexpo.com](http://www.dayspaexpo.com)

### March 2011

Spameeting  
March 3-4,  
Marrakech, Morocco  
[www.spameeting.com](http://www.spameeting.com)

International Esthetics, Cosmetics  
& Spa Conference  
March 6-8,

New York, NY  
<http://iesc.com/ny>

Natural Products Expo West  
March 11-13,  
Anaheim, CA  
[www.expowest.com](http://www.expowest.com)  
ABA Show Montreal  
March 13-14,  
Montreal, QC  
[www.abacanada.com](http://www.abacanada.com)

ABA Show Toronto  
March 27-28,

Toronto, ON  
[www.abacanada.com](http://www.abacanada.com)

### April 2011

ABA Show Winnipeg  
April 10-11,  
Winnipeg, MB  
[www.abacanada.com](http://www.abacanada.com)

ABA Show Vancouver  
April 17-18,  
Vancouver, B.C.  
[www.abacanada.com](http://www.abacanada.com)

## TRAINING International

### LYDIA SARFATI SKIN CARE ACADEMY

**Secaucus, NJ:** Train the Trainer,  
February 6-8; Anti-Aging  
Academy (2 days), February  
28-March 1; Facial Academy,  
March 21-23, May 16-18; Body  
Care Academy, April 11-12.  
Info: 888 248-7546

## Quebec

### ALESSANDRO

**Vaudreuil:** Soft Gel, NNG and Gel  
Colours, February 21, March 28,  
May 6, June 2; NailSpa and  
Hands Up, May 2.  
Info: 888 458-4545

### BELMONDA

**Pointe Claire:** Gel Nails including  
Electric file instruction, February  
1, March 22-23, 29; Make Up  
Courses, February 2-4, April 6-8,  
13-14; Pedicure: Basic, Spa &  
Therapeutic, February 7-8,  
14-15, April 4-5, 11-12; Holistic  
Beauty Professional Training,  
February 21; Facial and Skin  
Care, February 28-March 1, 7-8,  
14; Waxing, March 2, 9, April  
18; Manicure & Spa Manicure,  
March 15-16, 21; Semi

Permanent Eyelashes, Mar 28.  
Info: 866 647-4100,  
[www.belmonda.com](http://www.belmonda.com)

### MARY COHR

**Vaudreuil:** Visage-Niveau 1,  
January 31-February 1, March  
7-8, May 2-3, June 13-14;  
Technispa, February 7;  
Formation Anti Age, March 21;  
Formation Acne and Rosacea,  
May 16.  
Info: 888 458-4545

### PAYOT

**Quebec City:** Visage-Niveau 1,  
April 18-19, June 20-21;  
Formation Anti Age, May 9.  
Info: 888 458-4545

## B.C.

### BIO SCULPTURE CANADA

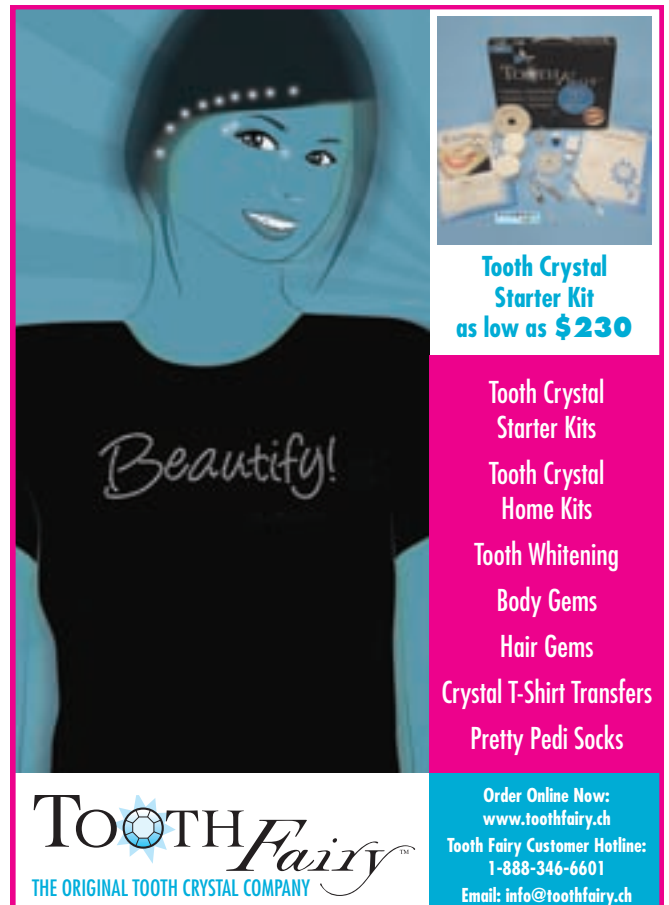
**Vancouver:** Certification Course,  
February 1, March 28, May 16;  
Advanced Sculpting, March 29,  
May 17; Nail Art, March 29.  
**Kelowna:** Manicure Course,  
February 19-20; Certification  
Course, February 21; Advanced  
Sculpting, February 22; Nail Art,  
February 22.  
Info: 877 424-6435 x 809

## Sask.

### BIO SCULPTURE CANADA

**Saskatoon:** Certification  
course, May 2; Advanced  
Sculpting, May 3; Nail Art,  
January 26, May 3;  
Manicure Course,

May 4-5; Advanced Tip  
Application, May 8;  
Pedicure Course,  
May 6-7.  
Info: 877 424-6435 x 809



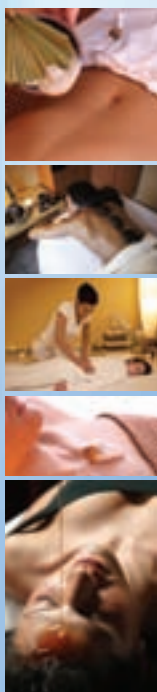
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# Donna Holtom



Photos: Holtz Spa

**D**onna Holtom is the woman behind Holtz Spa, a popular full service Ottawa spa that caters to technology titans and political powerbrokers with capital stress. Since she opened Holtz in 1985, the spa has almost doubled in size to 10,000 sq. ft. after a major renovation. In 2002, Holtom inaugurated her first Holtz Spa franchise at the Hilton Suites Hotel in Markham, ON. Her mission? To be a dynamic organization inspiring positive change in the spa industry, the community, our staff and especially our clients' lives.

**My management philosophy is...** Your best results come through your staff. You have to enjoy, and have a passion for the industry...a commitment to serving people and a team that shares that philosophy.

**My personal mantra...** Push through. You must look forward, not backward.

**I stay fresh, modern and inspired...** through a great network of industry colleagues, and by getting involved in national and international associations. You have to give back, mentor others, and build the industry you work and live in.

**My favourite ways to relax are...** yoga and personal time. Living in boxes is important to ensure you have business time, family time, community time, spiritual time, etc. These are all the key components to finding balance. I try to keep my boxes separate, to focus on the moment, the people in that environment, and the outcomes of that moment. ❖

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