



Sandra Alexcae Moren, B. Ed., a spa consultant with Kyron Spa & Salon Consulting, (a division of Chiron Marketing Inc.) has over 35 years experience in the Professional Beauty Industry.

Sandra's diverse background includes a B. Ed from the University of Alberta, Canada, with a major in Vocational Education and minors in Psychology and Drama. As a cosmetologist, educator, Master Judge with the Judges Panel of Canada, a member of the Cosmetology Industry Association of British Columbia, former Spa Director, business owner, Professional Speaker, Educator and writer it was a natural evolution to assist individuals as a spa consultant.

You will find Sandra at the drawing board with the design team, consulting with the accountant, on site with the contractors, sourcing equipment and products, creating treatments and services, creating and designing menus/brochures writing Procedures and Policy manuals, developing the staff and designing the marketing plan.

As a Professional Speaker, and educator Sandra inspires with her passion and enthusiasm for life. As a writer, articles have appeared in trade magazines and extensive media and promotional materials, curriculum development and corporate brochures.

Living, working and traveling internationally has allowed Sandra to personally experience and research the marketplace diversity and Spa/Salon Experiences.

Inspiration and information, is what she is all about; with a passion and enthusiasm for life. Her books, Spa & Salon Alchemy, The Ultimate Guide to Spa & Salon Ownership and her 2nd book Spa & Salon Alchemy: Step by Step Spa Procedures" are a "must for everyone in the industry."

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Powerful "Business Buzz" for 2009

by Sandra Alexcae Moren

A New Year is upon us and we all have probably made great resolutions, both personal and business intentions and goals to effectively make the changes we desire to see in our lives.

Let us examine the three new "buzz words" which are the new fashion phrases in the business circles. Times of great chaos in the social and economic fabric will reveal realistic news.....and that is one of the key words....realism.

One example would be that most automakers in the world's biggest market, the U.S., have plunged to the lowest level in more than a decade as the soaring price of gas makes a SUV not very attractive. The instability of the global economic market has made individuals more conscious and cautious of where they are spending their dollars.

Now, let us take a look at realism in the spa and wellness business world. According to Gillian Shaw of the Vancouver Sun, November, 24, 2008, "Beauty industry complaints up 10 fold after deregulation"; "Scarring, chemical burns, bacteria, viruses and fungi.....all complicated by the potential for transmission of bodily fluids. The still unexplained deregulation is a move the industry vows to reverse to protect consumers from untrained workers and unsanitary conditions in salons and shops thatlike the number of complaintshave exploded in number since the deregulation." You can check out the New England Journal of Medicine for a past article on "Footbath Boils Scare" in California.

A Press Release from the Leading Spas of Canada ensure Safety and Hygiene for Spa Guests "November 19, 2008, Victoria, B.C-Recent reports in national and regional media have shown shocking details of sometimes gross negligence in some spas and salons across the country. Improperly sanitized instruments, poor employee hygiene, risk of infection and worse are making headlines news." But Canadian consumers are fortunate as Leading Spas of Canada recognized these challenges and created National Standards and Practices for its member spas over ten years ago.

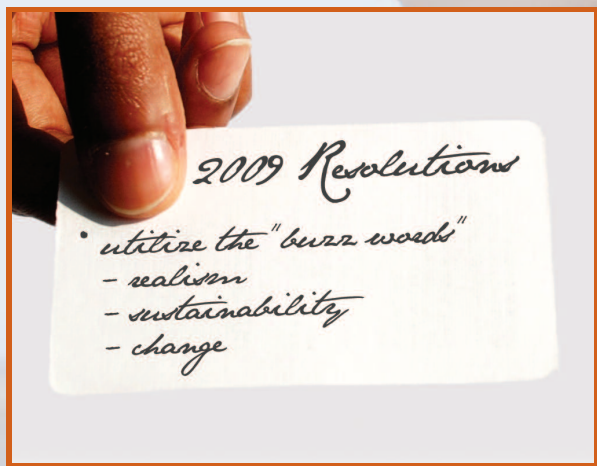
According to Bruce Constantineau of the Vancouver Sun, published March 31, 2008, "Canada's Leading Spa Association will introduce a national inspection program next year to ensure its members comply with

quality assurance and safety standards." "It will help consumers and raise standards in the industry across the board", Leading Spas of Canada representative Kathryn Stolle said in an interview. "Consumers are saying, "Give us some assurances here and that is what this will do."

Leading Spas of Canada will work with inspection agency Canada Select and will develop a program that will begin with 30 spas in 2009 before involving all 175 members by 2010. Spas will be audited every two years.

The book, Death by Pedicure, written by U.S. podiatrist Dr. Robert Spalding explains the story of Kimberly Jackson, the paraplegic mother of a 17-year old boy and two 13-year-old boys who died from a staph infection after having her foot cut while she was getting a pedicure. Politicians in the U.S. are calling for stepped up enforcement after deaths in Texas and California that were linked to unsanitary pedicure practices.

The second key word is sustainability and the definition of a "sustainable business" is the process by which long-term and widespread benefits are gained in the business. By widespread it is meant further than just the business, the employees of that business. It encompasses the suppliers, producers, and the consumers....and means, shared benefit and a joint future which is based on trust, mutual respect, and development. A large percentage of spa business and spa employees are fixated on short-term gain...at any cost.



A highly professional business client of mine who is creating a spa has been globe-trotting to personally experience all aspects of spas based upon my recommendation. A thousand words could never give you the real insight this lady has gained from her experiences. She was absolutely appalled when she went for a facial at a very high-end spa and at the end of her service (which was not that great) her aesthetician who had worked for the owner for 11 years gave her a card and suggested she come for her next facial to her residence at a reduced rate.

Another spa owner shared his story with me. A spa client who was a psychologist phoned the spa owner to explain why she would not be returning to the spa, "I came for a massage to relax and renew, however, when your massage therapist found out I was a psychologist he started sharing his problems hoping for a session on my personal time." Both these stories happened in Canadian Spas.

Now, let us embrace the last key word, change.... .transformation which is what is totally necessary if you are to create the goals and intentions you desire personally and professionally. Step out of your comfort zone or choose to be jolted out by the changing times....it is your choice.

The real question to ask yourself....Are you willing to make the necessary changes....Do you even know what and how to make those changes? The next question....Is your staff willing to make the necessary changes.....we lead by example!!!

A common-sense business proposition is that it is easier to prevent a problem than clean up the mess that occurs if you don't. So new entrepreneurs entering the spa industry..... take heed.

Embrace the New Year with passion and make the necessary changes you identify to create a sustainable business in these realistic times. ■

