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GLAM AS A SPA TREND

Seasonal changes and special occasions offer spas incredible opportunities to showcase new, edgy and innovative spa services, treatments, equipment and products.

Travelling to and attending Spa and Aesthetic Trade Shows is a wonderful way to connect and network with your salespeople, distributors and attend incredible educational seminars/presentations, and see the display of everything “new”.

One of the pleasures of change, newness and novelty comes from the heightening of attention- and the increase in brain activity it brings. The brain gets energized whenever something new or unusual comes along, getting more active as it perks up to pay attention. We delight in the new; whether it be a new haircut, a new pair of shoes, a new outfit, a new body or facial treatment, a new shade of polish for our toes//hands, a new makeup, a new trendy spa service- even changing the furniture around.

Boredom is a symptom of low levels of attention. We need to consider how we can inspire and excite our staff and our guests/client’s when we embrace marketing opportunities as seasons change and for special occasions. Try to concentrate on the feelings; so with spring timethe feeling of rebirth, freshness, new life- renewing the Spirit. Picture the budding of the trees and the opening of the tiny green leaves as they start to unfold.

With summer we are excited about the warmth of the sun, sandals, gardening, fun summer clothes and holidays at the lake. When we are creating our seasonal,

special occasion, or yearly marketing strategies and plans we are required to know what the upcoming trends are- for your guest/client definitely will. Our guests/clients are very well educated, well- travelled and media savvy on what is “hot and happening”- even if you and your staff are not.

Mother’s Day, Graduation, Weddings and summer fun are opportunities to offer special promotions and packages.

So, what are some of the Top Spa Trends to consider for 2012? After much research, I was amazed to find out that internationally, not just here in North America- the trends are similar.

Razzle- dazzle- bling- bling- Glam is back with a new vengeance- the new trend.

Glamblition - is seriously booming- beauty and grooming. The question is what is your personal philosophy and vision- a blend of retro and modern; and what does your particular market desire?

Retro - Spa glamour; think of “old Hollywood”- the physical look of spas is also changing- a facility of sheer luxury, glamour and pampering. So the pendulum swings- some spas that deliver medically effective approaches- services, treatments and hard core wellness will have more of a clinical feel and look; while other spas will be more Glam!

Other spas will integrate the “Glam” into the physical aspect of the facility and introduce services/treatments for edgier looks:

Quickie beauty services - express facials, waxing, threading and massages.

Zoom - Groom- 2 therapists/service providers- beauty combo- a facial and a manicure/pedicure.

Glamour Makeovers - specializing in Makeover Headshots for Facebook clients, Professional Makeup Applications- pure and simple – simply glowing- glamour.

Lash and brow mania - glam up the peepers; lash tints, brow shaping, false eyelashes, gem strips for eyelashes, etc.

Nail bling - glitz- nail art- different color style techniques- crystal, rhinestones, etc.

Hair Spa - affordable, super trendy hair transformations- pop- up ponytail, Extensions, feathers, Swarovski crystals braided into the hair.

“Lipstick Effect”- that smaller beauty splurge “that touch of red lipstick” has been greatly expanded.

What is it that is driving the Glamblition and global grooming upsurge?

The impact and saturation of celebrity culture and imagery- making “red carpet” levels of beauty and maintenance suddenly available to the rest of us. Interesting that, The Artist won movie of the year award at the Oscar’s while I was writing this particular article - Old Hollywood - glamour definitely won the title and is completely in sync with the world trends in fashion.

A change in perception - rather than just wanting a great haircut and healthy skin as “being groomed”, we are seeing the following as standard services:

- Weekly blowouts
- Professionally done makeup
- Trendy dimensional hair color
- Brows, lashes coloured
- Waxing
- Botox fillers
- Anti-aging products for refining lines
- Cosmetics for plumping lips

So the pendulum swings from Glam treatments/services to Spa treatments/services that provide solutions to certain problems/challenges and are specifically focused on certain areas of concern.

Foot Focus - is not just about polished toenails and pampering- the emphasis on

foot services/treatments for problem feet. 2012 will offer more icy therapies along with hot/cold contrast treatments. The focus will be on recommending specific products for guests/client’s to use at home, and having a pedicure at least once a month.

“Cryotherapy”, a radical new experience where individuals enter a chamber cooled to the temperature of 120 degrees C (or -184 degrees F) wearing a bathing suit, socks, gloves and mouth/ear protection to prevent frost bite. An individual can only last 2-3 minutes in a cryotherapy room or pod.

This treatment is the rage for elite athletes to help them recover from workout inflammation and pain. More individuals, especially women are researching and trying out this treatment because of the

benefits on skin, mood, and weight loss- the cold therapy forces one’s body to burn a larger number of calories while keeping the body warm.

You do not just have to share your knowledge, you can now become your guest/client’s coach; with more follow-up to ensure the services/treatments and products are working. Engaging with clients at this level will increase your client retention and retail sales- be prepared to assist your clients with healthy lifestyle changes- which means you will probably make some personal lifestyle changes also.

These are just a few 2012 Spa Trends that you can maybe integrate into your business or at least you can converse with your guest/client when they discuss what is “new and happening”. ■



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