

MODERN SPA MENTORS

Is your business buckling? Are you sometimes confused? Or just permanently perplexed? Well, our renowned Modern Spa Mentors are here to help

Dr. Steve Jenkins, Chief Science Officer, is a polymer physicist with over 20 years of experience in new product R&D; he works for Xeros, the award-winning green laundry manufacturer.

Q: How can I ensure that the towels and robes my customers use remain soft and fluffy for longer?

A: The two key ways that spas can prolong the life of towels and robes is by washing at lower temperatures and using detergents that contain fewer chemicals.

Spa owners may have concerns that this can lead to a reduction in the effectiveness of cleaning however laundry technology has seen vast improvements over the past decade.

The revolutionary washing system developed by Xeros uses innovative polymer beads that have been

developed to wash garments gently in lower temperatures, using 50 per cent less detergent and 70 per cent less water than conventional machines, whilst still cleaning fabrics to a high standard.

The combination of a gentler wash action, lower temperatures and less detergent means towels and robes will stay looking and feeling new for longer.

There are also the added benefits for spa owners of reducing energy and water costs and improving their 'green' credentials.

www.xeroscleaning.com

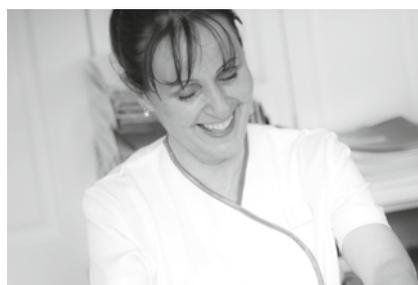


include body wraps, which are making a comeback to help with weight reduction, total body exfoliation and full body paraffin wax treatments.

Electrical anti-ageing and skin rejuvenating facials – galvanic and high frequency, and acid peels – are also on the rise.

But don't forget the standard generic ones, too! Waxing, manicure-pedicure, deep-cleansing facials and tanning (spray and manual) are essentials to have at any spa.

www.beautytrainingharrow.co.uk



Yvonne Sullivan has been a beauty salon owner for over 25 years. She teaches Level 2-4 NVQs at her training centre, Beauty Training Harrow. She also has over 250,000 hits on YouTube with her professional tips on how to give beauty treatments.

Q: I am putting in a new spa at my small hotel – what treatments would make it stand out from others?

A: Treatments currently trending in spas include Thai Table Massage – a new combination of traditional Thai massage coupled with traditional Swedish massage. Thai Table Massage is hugely popular, both in terms of a treatment and also the number of therapists now training to do it.

Hot stone massage is also being offered with all spa massage treatments to add that extra element of relaxation. Other treatments you could offer

Cassandra Antoine is currently the Co-founder of eSparkle Online and specialises in Reputation Management and Marketing. She provides training and consultancy to businesses and organisations on how to utilise social media effectively and understanding the fundamentals of online reputation management.

Q: How can being eco-friendly improve my online reputation?

A: Supporting environmental causes, by incorporating them into your long-term business strategy, could give you the competitive edge over others spas that don't. The reason is because regular spa goers, that take eco-friendly issues quite seriously, might feel more connected and have a higher perceived value of your spa for taking a real interest in the subject.

Always remember that your brands value is linked to what your guests think, feel and remember about your service. If a conscious eco-friendly customer sees that your spa shares the same values as them, it could amplify their positive perception about you.

You may have a growing number of spa goers who are ethnically aware of environmental green issues. Informing them in various ways that your spa is concerned too (i.e. by using eco-friendly products) can improve your brands success.

www.esparkleonline.com

