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Hot Spa Trends

For 2010

Whether you're an avid spa goer or spa professional, keeping up-to-date on what's hot in the industry allows you to experience the latest and best treatments, ingredients, and spa products. But it's important to distinguish between trends that are based on fact and those based on marketing gimmicks and misleading hype.

By Sherina Jamal

The majority of spa trends are ruled by one factor: the economy. These days, both spa goers and spa business owners want services that enhance well-being, but are cost-effective. The following spa treatments top the list for hottest trends of 2010 and will appeal to both spa owners and their clients.

The "green" trend: revisited

Consumers and spa pros alike continue to seek out "green" and "eco-friendly" products that include natural ingredients, organics, recyclable packaging, and more. However, as budgets tighten, people are becoming increasingly wary as to the authenticity and value of exactly what they are buying. Many skin care companies continue to use false marketing gimmicks to sell their products. Do what you can to validate a product's "natural,

green, and eco-friendly" claims to be sure that you are getting your money's worth.

Also, be aware that a more natural product doesn't always produce better results. For 2010, the focus is on products that are safe for you and the environment, but will also address skin concerns effectively. Savvy buyers will question claims made by skin care companies such as "preservative free" and "100% organic," and become more educated on what makes a high-quality, natural, and authentic product.

Express services & mini-packages

As people continue to cut back on their spending, there is a tendency to reduce regular visits to their local spa. One trend that will keep you coming back is express services. Spas are now beginning to implement a wider range of express services and mini-packages to provide options

for clients on a tighter budget. These services are more affordable than full treatments and provide the spa goer incentive to continue regular visits without compromising quality. So if you are in spa withdrawal because you are watching your wallet, contact your local spa to see what express services they have to offer that will fit your budget.

Prevention and whole-body healing

The focus on prevention and whole-body healing became trendy a few years ago, and continues to grow in popularity as the general public embraces age-old philosophies and healing techniques to fight aging and illness. Recent trends in whole-body healing include "stress corrective" treatments using methods such as light therapy and energy healing. As stress plays a direct role



in triggering many illnesses and imbalances in the body, reduction of stress through mind-body techniques is the gateway to the whole-body healing process.

Those seeking wellness-oriented treatments are also seeking more education. It's not unusual for spas to offer guest speakers and consulting sessions on a range of subjects relating to natural health alternatives.

Part and parcel of a complete wellness program in a spa will be nutrition. The nutrition trend in spas already exists; however, we will see the introduction of expanded spa cuisine, not just in resorts but also in day spas.

Education-based services and customization

Better and more detailed consulting services are being offered by spas to address not only topical care, but also internal care. Providing education to clients is the key to supporting their wellness goals. Customized programs that combine treatments, products, and educational sessions will provide the guidance many clients are looking for.

You will see an increase in spas utilizing naturopathic doctors, nutritionists, and holistic practitioners either as guest speakers or as an integral part of the spa's consulting and treatment services.

The tech-savvy spa

More and more spas are embracing technology as a way to create awareness and improve service to clients.

Social media will continue to be a great tool for spa owners and also spa goers looking for discounts and education. Social media tools such as Facebook can be used to provide special discounts and promotional offers,

Recent trends in whole-body healing include "stress corrective" treatments using methods such as light therapy and energy healing.

and to launch new treatments and products. Clients can even book online through Facebook.

Blogs are another easy tool spas can use to keep clients educated and inspired. A blog can be used to offer tips and information about the benefits of specific spa treatments, and encourage clients to post comments or questions. This interaction and sharing of knowledge is a win-win for both spa owners and spa goers.

Sherina Jamal is the Founder of Ancient Secrets Inc. and developer of the Beauty Through Balance spa line. Sherina is an established educator in the spa industry and has written many articles over the years for popular health, beauty, and spa magazines. To reach Sherina directly for any questions or advice please email info@ancientsecrets.ca or visit her web site: www.beautythroughbalance.ca.

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