

# PROFESSIONAL spa & wellness

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## LIQUID NOURISHMENT

What nutrition drinks could  
add to your business

## WATER WORLD

*Making your pools and  
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and efficient*

# DATA SELECTION

GETTING THE RIGHT SOFTWARE FOR YOUR SPA NEEDS

## I'm updating my spa menu – how can I ensure I get the right balance of treatments?

One trend we're seeing at the moment is something we call "back to basics with a marketing twist". In an economic downturn, people want things they know and recognise. A relaxing massage to unwind, a back massage to ease tension and a purifying facial to look fresh, for example. Your spa menu should therefore first focus on the services that will be your bread and butter, the treatments that fulfil the basic needs of your clients.

Ensure that your menu includes at least one massage for each of these basic needs: relaxing, de-stressing, re-energising and easing tension. The same applies to your facials. You should have one to moisturise, one to purify, one that's anti-ageing, and so on. Once you have included treatments for these essential needs, you should also add options for specific demographics. A massage for pregnant women, a quick facial for stressed executives and a more high-tech anti-ageing facial for the baby-boomer, for example.

Then add something that's partly for show, something you use in your marketing communications. This could be



anything you want, a "miracle" facial, a massage that uses an unusual technique or a unique manicure, for example. And, finally, you should create some rituals. Bundle together a massage and a facial, a wrap and a massage or a facial and a scrub, for example – for a special price. The key to success is to keep it simple: don't have page after page of treatments.

**Bertrand Thiery** is chief executive and co-founder of spa brand Thémaé Paris and has been in the beauty industry for over 20 years. A pharmacist by education, he spent nearly a decade working in the US, before returning to Paris, where he in 2007 created Thémaé with co-founder Guillaume Lefèvre



## What can I do to persuade more of my clients to try my tanning services?

People may not automatically think of tanning as a spa treatment. However, it's the perfect finishing touch to a few hours in the spa and will see clients leave looking healthy, glowing and confident.

### Top tips for attracting clients to your tanning treatments:

- Consider what other treatments you have that complement tanning, and whether you can offer a package deal with them. Manicures go well with spray tans, so offering a discounted rate for clients that book both treatments could be a good way to entice people who haven't had a spray tan before.
- Make sure clients actually know you offer tanning treatments in the spa. Use visuals and keep them fresh and seasonal. For example, we always bring out new posters for the wedding season and for Christmas, which is a great way to appeal to more clients.



- Samples are brilliant for easing your clients into new treatments. Why not offer clients a sachet of Sienna X tan after they have had another treatment for example? Once they have seen the results, they're more likely to be tempted to try the full experience.

Tanning can also be a luxurious, pampering spa treatment. As well as spray tans, we also train therapists in manual tanning. This treatment combines tanning with massage, as the solution is applied by hand.

**Nicola Matthews** is chief executive and founder of professional tanning brand Sienna X, which offers tanning solutions, equipment, spray tan training and a retail range. Matthews, who set up the brand in 2008, places great importance on education and customer service

