

PRO TOOLS



JEFFREY SCHOTT

The pro:

Jeffery Schott, spa director, Westward Look Wyndham Grand Resort & Spa, Tucson, Arizona

His tools:

1. Get your hands dirty. "I make sure that I work the front desk, clean lockers, and even haul laundry," emphasizes the spa director. "This helps keep me in touch with the operations side of the spa but more importantly, it allows

my staff to see everyone working together and understand that even as their manager, I'm willing to perform daily, menial tasks. I've found that this type of attitude builds mutual respect and positive morale."

2. Look inward. "I know a lot of spa directors who are so focused on what their competitors are doing that they lose sight of their own spa's purpose," says Schott. "Instead, I encourage staff to focus on *our* spa's strengths. We emphasize our Wellness Garden and our commitment to offering the best natural products we can create. As a part of that, we invite guests into our garden to pick, smell and taste the herbs we grow—it's our own unique touch."

3. Stay short, but sweet. "Our menu isn't huge, but it does offer a wide variety of services," Schott explains. "This brevity allows us to focus on the detail and personalization of each and every service. And as a result, clients love all our offerings because we emphasize the individual need of each person in the treatment room."

BOX O' LASHES

Seen other spas reap rewards from lash extensions and want to jump on the bandwagon? You might want to check out the Business in a Box kit and accompanying training course from established lash masters NovaLash.



The starter package includes nine pots containing 200 sets of upper and lower eyelash extensions, four bottles of various adhesives, adhesive remover, four sets of forceps and a range of under-eye gel packs and patches, plus aftercare kits to gift to clients post-application. Marketing materials, such as a window cling, appointment reminder cards, and advertising postcards and brochures, are also incorporated.

Any licensed esthetician or cosmetologist seeking a lash application certification can order the all-you-need starter set. Kit in tow, professionals then attend an eight-hour, in-person training session to learn about the NovaLash system.

According to Ali Alaniz-Rivera, NovaLash's master trainer and buyer support, lash application appointments can be priced anywhere between \$150 and \$500, depending on the spa's location, giving the set a retail value upward of \$100,000. "This really is the ultimate starter kit," says Alaniz-Rivera. "It's a huge potential money-maker, but it's also a valuable asset for a licensed professional who wants to learn the skills to enter the lash industry."

For details about the Business in a Box and NovaLash training courses, go to novalash.com.

★ Retail Rockstar

The star: Pure Fiji Coconut Sugar Rub

The spa: Great Jones Spa, New York City

Why it flies off the shelves: "When this sugar concoction is used in the shower, it breaks down into a honey-like substance that coats the skin in nourishing nut oils, emulating an amazing spa



KAREN TERRANOVA

experience," explains general manager Karen Terranova. "The rub gets my dry skin through New York's harsh winters

because it's a perfect exfoliator and hydrator. Our clients love that it's lightly fragranced with vanilla but isn't too sweet—it's hard to find a good vanilla scent that doesn't smell synthetic."

How it's promoted: "This type of sugar rub is soft and gentle, unlike a lot of salt scrubs that require vigorous rubbing," says Terranova. "When guests come to our spa, they're typically going at 200 miles an hour. We use slow, gentle strokes to bring down their heart rate and blood pressure, helping them to relax more quickly. The rub is employed in our Coconut Sugar Glow body treatment and Coconut Paradise Manicures and Pedicures, but I've never had to promote this product—it practically sells itself, which certainly makes my job easier!"

