

★ Retail Rockstar

The star: Repêchage Biolight Brightening Overnight Cream
The spa: Salon Inga in Tampa, Florida

Why it flies off the shelves:

"Clients tell us that because they have oily skin, they're hesitant to use night creams," says Tanja Catoe, salon coordinator. "We assess their skin type and realize their problem usually isn't oil—it's the humidity in the Florida air. We explain that even though the Biolight Brightening Overnight Cream is meant to be worn at night, it's not heavy like they imagine," she adds. "My in-house staff ranges in age from 22 to 57, and at least half of us use the cream ourselves. It's packed with vitamins, and in addition to EcoCert seaweeds, it contains licorice extracts and willow bark to enhance skin cell renewal. Guests report that it provides instantaneous relief for their skin."

How it's promoted: "My staff and I love the Biolight cream so much we were determined to make everyone else fall in love with it!" says Catoe. "We apply it after every mini-facial service, especially for our late afternoon clients who are going directly home—that way we're taking care of their evening routine. Of all my customers who try it, I would say eight out of 10 buy it on the spot. Of the two who go home without, at least one comes back to buy it within a few days."



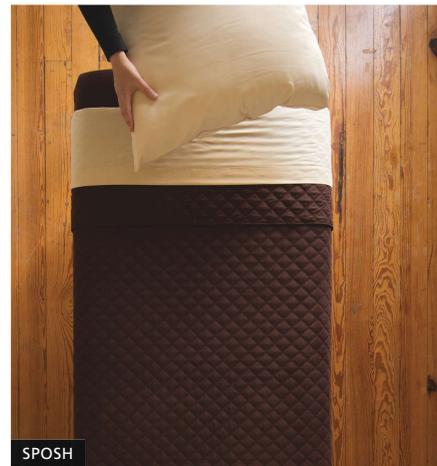
TANJA CATOE



Language of Linens

One of the most important steps in developing your spa business is to pinpoint a clear and concise brand message, and then effectively communicate that same message to your clients. You can do this by taking the time to select the right linens for your facilities. Whether you want luxurious, eco-friendly or irresistibly cozy, it's this choice—and these finer details—that help create the atmosphere of a spa and embolden your brand along the way.

So how do you select the sheets and table covers that are right for your business? "The most common mistake spa owners make is that they don't do their research," says Anna Bralley, esthetician and product development manager for Universal Companies, which owns linen line Sposh. She suggests looking at quality indicators first: fabric type, fiber content, weave and finishing process. Then, consider issues such as care instructions, whether the brand offers a warranty or a wash-test guarantee, and the return or exchange policy. Ask for samples before committing to a large



SPOSH

purchase, or request swatches of fabric from several companies to compare options.

Also keep in mind that brands are consistently updating and adding to their lines. Comphy Co. recently announced new bamboo towels, decorative pillows, and additional items in its Home Collection—including a Comphy Baby line made of 100% recyclable, fast-drying fabric. "Montage Resorts approached us to create sheets and quilted blankets for their in-room cribs," says Mia Richardson, Comphy's CEO. "With this latest launch, we're excited to bring Comphy linens to families everywhere."

Ultimately, when choosing linens, "Ask yourself: what are the specific benefits of the products being considered?" encourages Bralley. "It's important to make sure you're selecting the best linens to support your brand message—while staying within your budget."

BOWLING GREEN

Bamboo, sugarcane and rice might not sound like materials typically used to manufacture manicure and pedicure bowls, but for one company, they're the real deal. Pedicure Bowls Australia by Victoria's Essentials recently expanded its repertoire of durable, natural and biodegradable vessels.

"Our goal has been to continue the company's vision toward a greener spa and salon by developing a new range made entirely from organic and renewable resources, eliminating the use of petrochemically derived materials common in these types of products," says Victoria Slater, managing director of Pedicure Bowls Australia.

The line consists of manicure and pedicure bowls, plus accompanying foot rests and shallow treatment cubes, in five colors. Despite their sturdy appearance, each manicure bowl weighs less



than a pound. Pedicure bowls, which measure 17 inches wide and 6.7 inches deep, weigh less than five pounds, making them ideal for various uses on or next to a treatment bed.

The items embody the

Melbourne-based company's philosophy of bringing style to the spa while respecting the environment. "Our new generation of bowls has been recreated to reflect a sleeker,

more elegant design in keeping with the look of the modern spa," adds Slater.

Although the company is based Down Under, it is currently offering free shipping worldwide. For more information, visit pedicurebowlsaustralia.com.