

★ Retail Rockstar

The star: Youngblood Mineral Cosmetics Hi-Definition Hydrating Mineral Perfecting Powder

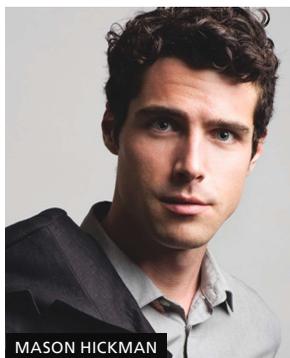
The spa: Spa Montage Beverly Hills, Los Angeles

Why it flies off the shelves: “This is *the* perfect setting powder,” says Theresa Veon, spa retail supervisor. “It’s really lightweight, and it’s milled so finely that clients can hardly tell they’re wearing a powder. I’m also an esthetician and makeup artist, and this product is a personal essential of mine because it puts my face in soft focus. It absorbs excess oil, but it keeps makeup locked in place.”

How it’s promoted: “We often use the powder after facials to give women some coverage, but it lets them keep that dewy look,” adds Veon. “Our retail area features a slender and compact, yet extremely sleek, Youngblood unit that almost speaks for itself. Plus, to encourage sales, I run contests for my front desk agents. Right now, if they sell more than \$150 of Youngblood makeup, they receive a free product. I highly recommend competitions like that to other spas—it’s the best motivator!”



THERESA VEON



MASON HICKMAN

PRO TOOLS

The pro:

Mason Hickman, spa experience manager and lead massage therapist, Hiatus Spa + Retreat, Austin, Texas

our organization—they’re partly responsible for the spa’s diverse menu, specialty treatments and state-of-the-art products,” adds Hickman. “I think it’s crucial to foster an environment that’s known as a place to share ideas.”

3. Share the wealth.

“One of our spa’s defining characteristics is its compensation structure, which ensures that everyone benefits from the success of the company in well-defined and well-designed ways,” explains Hickman. “We encourage growth-minded thinking, and we focus on education—in fact, I view our business as part spa academy.”

His tools:

1. Size up the industry.

“I recommend visiting other spas frequently and getting to know your competition inside and out,” says Hickman. “Understand the look and feel of other spa businesses and take them seriously—I actually keep a journal. Your guests will integrate their experience at your business into their lifetime of collected spa experiences, so you need to know: what will make yours memorable?”

2. Create and innovate.

“Inventive and imaginative thinking are encouraged in

BUFFED-UP BLENDS

Creating a personalized experience is one key to enticing—and keeping—clients. But for many spa owners, space is at a premium. So if you’re searching for compact and easy-to-implement touches that leave a lasting impression, you might want to consider Salt of the Earth’s new portable blending table.

The company’s Treatment Blend Box is a 16” x 9” x 3.5” standalone mixing station and display that allows therapists and estheticians to custom-blend up to three products at a time. The box serves as a mixing table: its top slab is magnetic, and the scent display tray and mixing guides (which keep product in place as it’s blended) are magnetized for easy adhesion.

Clients begin by choosing an aroma, such as cabernet or mango, and a booster ingredient, which range from hyaluronic acid to anti-aging serums. The scent is mixed with a premeasured base portion of scrub, mask, lotion or body crème. Included in the kit, these individual, pre-packaged pouches allow for correct product portioning.

“The Blend Box not only provides a highly customized spa service, but it helps solve the costly problems that spas face every day,” says Paul Heslop, Salt of the Earth owner and CCO.



“Directors tend to base their spa’s cost per treatment solely on back bar pricing. What they often fail to analyze is the cost of labor to dispense product to create portion control, or the overuse of product during treatments.”

To further boost your brand and loyalty, guests leave with a sample of the customized product in a pouch emblazoned with your spa’s logo.

For more information, email info@saltearthspa.com.