



Spring Sensations

Learn why creating seasonal treatments helps build business.

Offering specialized treatments each season is no small feat. There's the brainstorming, planning and testing—not to mention drafting a menu and marketing the newly developed services. Is consistently developing new sets of protocols really worth the effort? "Seasonal treatments keep your menu fresh, your therapists engaged, and your marketing and public relations teams fueled with content," enthuses Mindy Terry, vice president of spa & wellness at The Spa at Carillon Miami Beach, Florida. "Plus, they draw in new guests and give loyal customers something different to try." Denise Dubois, founder of Complexions Spa for Beauty and Wellness, with locations in Albany and Saratoga Springs, New York, agrees that enticing existing customers by building seasonal menus invariably pays off. "I like to tie my services into timely issues—Stress Awareness Month, American Heart Month, etc. It's an opportunity to educate your clients on different health and wellness topics."

Start out slowly if creating seasonal specials isn't already part of your routine. "Be selective with how many treatments you offer," advises Robin Dunivin, director of spa at The Spa at Pelican Hill in Newport Beach, California. "From an operational standpoint, your therapists may not be able to master that many. Pick a few standouts; it won't overwhelm your staff, you can market the services well and focus on making them exceptional and effective experiences."

Timing is especially key to deciding when to present a specialized menu. "For day spas, it's important to keep guests coming back, so I advise launching new treatments each quarter and near major holidays," says Terry. Aim for specials around Valentine's Day, Mother's and Father's Days, and the winter holidays. If those are successful, build from there.

To begin developing new protocols, all three spa veterans recommend researching trends, reading industry magazines, initiating conversations with staff, incorporating seasonally appropriate ingredients and talking to vendors. If your spa works with a marketing team or agency, pick their brains too. When finalizing a new protocol, Dunivin suggests paying particular attention to the small details. "To make it special, be sure you're upgrading the ingredients but keeping the integrity of the treatment," she says.

To get the word out about her monthly treatments, Dubois circulates newsletters, which tie her seasonal specials to product promotions that drive retail sales. As for menu descriptions, Terry points out that starting from scratch isn't necessary. "Instead, take an existing treatment, use the same protocol and change the products and marketing verbiage," she advises. Dunivin enjoys new, seasonally inspired ingredients because it's an opportunity to reach out to her clients and teach them about beneficial products. "When we write up the service, we can highlight the nutrients, benefits and unique aspects of the seasonal ingredient we've chosen," she says.

As for spring-specific suggestions, the natural world is at your fingertips. "Spring is an explosion of herbs, flowers and other botanicals," says Terry. "Select the ingredients of the season that have therapeutic benefits and have fun mixing up new treatments with your team!" 🌿

FROM THE MENU:

Bahama Mama Pedicure: Your island retreat begins with a clementine sparkling soak that envelops the skin in antioxidant rich grape seed oil. Next, you will be whipped into a silky fine softness with a pineapple coconut shea butter sugar scrub, revealing glowing, quenched skin. Top it off with a hydrating, vitamin-rich, yogurt-based mask, followed by a mango melon shea butter massage that will infuse the skin with the moisture it has been seeking all through the winter months. A Perfect Mother's Day Get Away! (Part of a three pedicure set, 60 min. each/\$187)

Complexions Spa for Beauty and Wellness, Albany and Saratoga Springs, New York



FROM THE MENU:

Fresh Breath of Spring Experience:

As the quiet cold of winter fades and new life begins to break through the ground, never is there a better time to shed dull, lifeless skin to encourage cellular regeneration. This head-to-toe experience will rejuvenate and revive.

Enjoy a wild lime scalp massage, followed by a citrus medley body scrub to prepare the body for a hydrating steam bath with skin-nourishing essences. After a refreshing shower, an application of peony flower hydrating lotion leaves the skin silky smooth. Next, a springtime express facial softens, nourishes and hydrates the skin. This experience concludes with a shampoo and blow dry to leave you looking and feeling anew. (150 min./\$375)

The Spa at Carillon Miami Beach, Florida

FROM THE MENU:

Coconut Neroli Body Polish: Escape the winter blues with the sweet scent of orange neroli blossom and a warm coconut and kukui oil massage. A light dusting of powdered orange peel and hibiscus flowers delivers a rich, gently astringent body buff to polish, tone and refresh the skin. While hands and feet relish in a conditioning coconut mask, relax with a head, shoulder and neck massage. Paired with the uplifting fragrance of neroli floral water, a deeply hydrating neroli and shea butter cream finishes this rejuvenating treatment. (80 min./\$230 Mon.-Thurs., \$265 Fri.-Sun.)

The Spa at Pelican Hill, Newport Beach, California

