



Motivation Manual

Earlier this year, Universal Companies released *The Spa Inspiration Book*, a new compilation of ideas for spa owners and managers. The 291-page guide dishes out protocols, business solutions, treatment tips and retail options for readers.

Unlike the company's *Spa Resource Book*, *The Spa Inspiration Book* covers ideas, tips and protocols from—and by—spa experts. The *Resource* book focuses on promotion and offers tips on marketing various products, while the *Inspiration* book details how to incorporate those products into your spa menu and business. The guides can be used in conjunction with one another, as many brands are featured in both.

The new volume contains 40 detailed protocols relating to skin care, massage, body treatments, manicures, pedicures and waxing. Sections include “What You’ll Need” and “What They’ll Want” lists, plus costs, suggested prices and times required for treatments.

To order a copy, or to view the manual online, visit universalcompanies.com.



Training Camp

CND held a seven-day advanced training program for its Education Ambassadors in Carlsbad, California, in August.

Candidates from the U.S., Canada, Czech

Republic, Singapore and Hong Kong attended the “boot camp”.

The program’s curriculum emphasized design, seasonal trends, facilitation techniques and communication. The nail pros got to grips with color theory and nail polish science, mastered the use of CND’s Shellac, VINYLUX polishes, additives and BRISA gels, and also learned to sculpt with CND Liquid & Powder System. At the end of the week, a total of 21 “Booties” graduated from the program to become Education Ambassadors.



CND co-founder Jan Arnold (center) stands with the brand’s education directors, managers and ambassadors who led the boot camp training.



The Worth of Wellness:

The worldwide wellness industry now has an estimated value of \$3.4 trillion, officially making it a mega-industry.

According to a new report by nonprofit research firm SRI International for the annual Global Spa & Wellness Summit, there are now just over 105,000 spas worldwide, a number that has steadily increased by about 7% every year.

The report deemed spas, hot springs, wellness tourism, alternative medicine, gyms and health clubs, and nutritional supplements, among other small categories, to be part of the “global wellness economy.”

Reasons for the growth are thought to include a burgeoning middle class, evolving consumer attitudes about health and travel, and increasing entrepreneurship.

Another finding: wellness tourism—which includes yoga retreats but not medical trips for

surgical procedures—is increasingly domestic, as people no longer have to travel far to access spa facilities and treatments.

Meanwhile, spa owners in the Indian locality of Koramangala, Bangalore, are bringing in healthy profits. The Confederation of Indian Industries (CII) recently reported that the Indian beauty and cosmetics market is valued at U.S. \$950 million, and is growing 15% to 20% annually. Several spa and resort owners told reporters at the *Economic Times*, based in Mumbai, that they were seeing anywhere from a 30% to a 50% year-on-year growth. Last year, PricewaterhouseCoopers predicted the wellness industry in India would soon hit a INR1 trillion (approximately U.S. \$16.5 billion) in market size.



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IN THE NEWS



Lisa Sykes, Universal Companies, accepted the Visionary Award on Marti Morenings' behalf.

Going Green

In September, the Green Spa Network presented the Green Carpet Spa Sustainability Awards at its seventh annual Congress in Santa Fe, New Mexico. Themed "Living in Spirit: Leadership Without Limits", the two-and-a-half day program attracted nearly 125 spa owners, managers and employees from across the U.S.

The schedule contained plenty of thought-provoking sessions for business owners. Formal programming, bookended by walking and yoga activities, included remarks from the Santa Fe Green Chamber of Commerce, the general manager of the host hotel—DHR Resorts' Inn & Spa at Loretto—and the GSN's executive director. Dr. Larry Dossey, author of *One Mind*, a book on universal consciousness, delivered the keynote address. Lisa Sykes, sustainability specialist at Universal Companies, conducted a session on debunking ingredient labels and marketing expert Kim Marshall moderated a tutorial about the benefit of using the GSN Sustainability Assessment Tool. In a breakaway session, Sarah Severn spoke about her experience as an agent of change as the former head of sustainability efforts at Nike.

Also on the agenda: a showcase providing in-depth looks at new developments from 15 vendors, a roundtable luncheon and the grand finale: a cocktail party and gala awards presentation and dinner.

Among the 2014 Spa Sustainability winners was Marti Morenings, founder and chair of Universal Companies, who clinched the Green Spa Network Visionary Award.

Other categories and winners included:

- Healthy Spa Cuisine Award – Travaasa Austin, Austin, TX
- Innovative Green Product of Year – Eco Swim by Aqua Green, Pen Argyl, PA
- Corporate Brand Dedicated to Sustainability – Destination Hotels & Resorts, throughout the U.S.
- Green Building Award – Bardessono, Yountville, CA
- Green Product Company of the Year – KYPRIS, Scottsdale, AZ
- Sustainable Spa of the Year – Cavallo Point, Sausalito, CA

For more information on the Green Spa Network, and to view a video of Congress highlights, visit greenspanetwork.org

Appointment All-Stars

Skincare company **Rhonda Allison Cosmeceuticals** has appointed Shannon Esau as its director of



SHANNON ESAU

education. In her new position, Esau will guide the brand's education initiative at the Rhonda Allison Education Center in

Golden, Colorado. Esau served as national educator at Rhonda Allison, and previously owned and operated three skincare salons in the Dallas area.

Esau will oversee the educational and instructional programs at the Center, developing the course curriculum, structure and schedule. She will also coordinate a continuum of training courses that will be streamed live, enabling global interactive learning and 24-hour access to archived training courses.

PCA Skin has announced that Lauren McDaniel is taking over as director of professional marketing.



LAUREN MCDANIEL

McDaniel, who has been with the skincare line since 2010, began as a product portfolio manager, a role

that involved overseeing product launches and reformulations. For two years following that appointment, she worked as the brand's integrated marketing manager, which included creating and leading marketing strategies.

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