

## POD OF SANCTITY

More than likely, your spa was imagined as a space where clients can relax, recharge and reduce their mental clutter. It was this type of vision that led the staff at Carmel Valley Ranch's Spa Aiyana in California to purchase a Somadome, a meditation pod.

"I wanted to create a relaxing experience for my guests that helps them completely disconnect from life's daily stresses and regain a sense of well-being," explains Franziska Haala, director of spa operations. "In today's world of constant connectivity, a time to meditate and find quietness is extremely desirable."

For a healing experience, clients enjoy a 20-minute solo session inside the five-by-six foot Somadome. The domed pod employs sound, color and energy as its three healing modalities, and offers a choice of several guided tracks (both verbal and non-verbal) that help guests enter a meditative state. The tracks feature binaural beats at varying inaudible frequencies that subconsciously guide the mind toward relaxation and calmness.

"The key to the Somadome is having access to a safe, private

space; a place to disconnect from the noise and distractions of the outside world," explains Sarah Attia, CEO and founder of Somadome. Indeed, Spa Aiyana's clients report leaving the pod with a grounded and connected mindset.

"Many clients book additional sessions as soon as they realize the positive impact their time in the Somadome has had on their lives, productivity and stress level," says Haala. "One of my favorite moments is when a guest steps out of the dome after a session. They're recharged, their facial expression is relaxed and their mind is clear. Many clients tell me that they felt like they were in their own private sanctuary!"

For more information, visit [somadome.com](http://somadome.com).



### PRO TOOLS



MICHELE LOOBEY-GERTSCH

#### The pro:

Michele Loobey-Gertsch, spa director, The Akela Spa of Deadwood, Sturgis, South Dakota

#### Her tools:

##### 1. Encourage education.

"Our staff has the opportunity to experience their on-site trainings with educators," says Loobey-Gertsch. "This

hands-on approach engages my employees and provides them with an excellent knowledge base. Plus, the cost is often included in our partnerships with various product companies. We also utilize tools such as webinars and video chat software to ensure our staff learns about new products and protocols."

**2. Entice new clients.** "We're working hard to introduce our spa to local residents," explains the spa director. "Many South Dakotans are unfamiliar with the concept of a day spa. To entice locals to visit, tour and try our services, we created special service pricing Tuesday through Thursday. We've also added mini services to our menu, which enable clients to experience a small sampling of our offerings."

**3. Spread awareness.** "Marketing, public relations and networking are a necessary part of the job when you're working to create local cognizance of your spa," notes Loobey-Gertsch. "We set up booths at business seminars and conferences, and I speak at schools, chamber socials and other area events. Occasionally, a staff member will accompany me to share a different perspective, which is often welcomed by our prospective clients."

## ★ Retail Rockstar



LISA LIANNA

**The star:** JB Cosmetics LashFood Instant Eye Makeup Remover

**The spa:** Petite Spa, Santa Monica, California

#### Why it flies off the shelves:

"This makeup remover contains LashFood's nanopeptide complex, which helps strengthen frail, brittle eyelashes," explains Lisa Lianna, Petite Spa's director of aesthetics.

"Even clients who aren't wearing eye makeup use the remover to provide their lashes with essential nutrients. Not to mention, it leaves skin soft and silky and doesn't require a ton of rubbing to remove stubborn mascaras."

**How it's promoted:** "We typically sell this remover with every lash lift service," says the spa pro. "I explain to clients how critical it is for them to deliver nutrients directly to their lash line. Daily use of the remover allows them to perm their lashes every eight weeks without worrying that they will fray or break. Plus, the formula is great for aging complexions and sensitive or dehydrated eye-area skin."

"I believe in this product so much that I always tell clients they *have* to purchase it and that if they don't love it, they can bring it back for a refund and I'll use it instead!" she laughs.

