

World Wide Spas

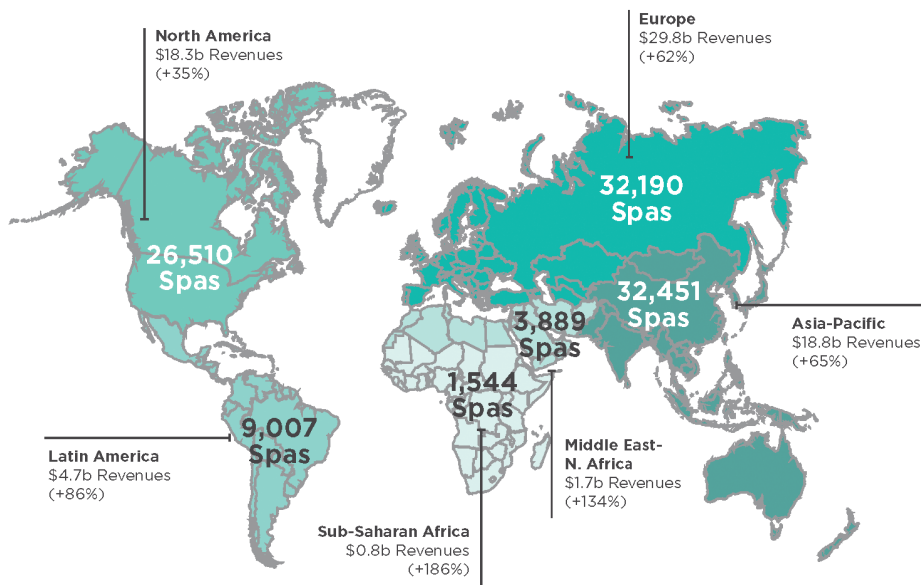
The Global Spa and Wellness Economy Monitor, published in September 2014 by Stanford Research Institute (SRI), has mapped out the revenue growth of the world's spa industry by continent.

Despite the global recession, revenue increased in all regions between 2007 and 2013, with worldwide annual spa industry revenue totaling \$94 billion in 2013. Among the findings: revenue in North America (of which the U.S. accounts for 89%) grew 35% to \$18.3 billion; Latin America witnessed a huge increase, with revenue up 86% to \$4.7 billion. And, fueled by tourism development and economic evolution, revenue in Sub-Saharan Africa skyrocketed by 186%, to \$800 million.

Despite the global recession, Europe—especially spa markets in Germany, the U.K. and France—showed resilience, with strong growth.

Spa Industry by Region, 2013

Number of spas, spa revenues, and revenue growth since 2007



EDUCATION EXPANSION

As part of G.M. Collin's ongoing investment in schooling its business partners, the brand is adding a master level to its post-graduate esthetics courses. The program now includes three tiers of education—certification, intermediate and master society—which build upon one another and provide spa professionals with a vast array of information about the skincare brand's products, skin physiology and diagnostics, merchandising and business growth.

"Our objective with this program is to enable spa professionals to obtain a well-balanced, fully rounded post-graduate education," explains Karen Asquith, national director of education for G.M. Collin. "We invest a lot in educating those involved with our brand, not just on our products but on everything else they might need, from skincare advice to retailing," she adds.

Courses are offered across the U.S. and Canada; learning webinars are also available. For details, visit gmcollin.com.

New Shape

Spa equipment leader Silhouette-Tone has introduced U. Shape, a body contouring device that is paired with the company's popular P.R. Cell^{2G} to deliver a service it calls the "PR Shape Technique". Using both devices in a single service enables therapists to employ vacuum massage, motorized rolling massage and ultrasound technology to optimize cellulite-fighting and size-reducing activities. For more information, visit silhouettone.us.



BOTTOM LEFT: © GETTY IMAGES

Global Initiative

International think tank Global Wellness Institute (GWI) has announced plans to deliver its Global Wellness Tourism Congress (GWTC) in multiple cities throughout 2015. Wellness expert Anni Hood, who has been with GWTC since 2013, heads the new initiative. Hood is working with GWI to plan four day-long congress sessions in addition to its annual GWTC event, which will be held in conjunction with the Global Wellness Summit in Mexico City this November.

According to recent GWI research, wellness tourism grew almost twice as fast as global tourism last year. The Congresses were envisioned to highlight the business opportunities offered by the \$494 billion wellness tourism industry, and will focus on education and infrastructure to support the ongoing establishment of wellness tourism.

For more information on the GWI and GWTC, go to globalwellnessinstitute.com.



Appointment Corner

Biopharmaceutical manufacturer **Helix BioMedix**, which markets SmartPeptides biotechnology under the **Apothederm** brand, recently promoted Robin L. Carmichael to company president.



ROBIN L. CARMICHAEL

Carmichael joined Helix BioMedix in 2007 as vice president of marketing and business development, and was promoted to vice president and COO in 2011. She played a key role in licensing efforts, strategic programming, and research and development innovation for the Bothell, Washington-based company.

Outgoing president R. Stephen Beatty will continue as Helix BioMedix's CEO, and has also been appointed chairman of the board of directors. "Because of her strong understanding of our business, Carmichael's responsibilities have continued to expand since she was recruited in 2007," says Beatty. "I'm confident that she'll continue to excel in her new position."




CHARLES YARISH


Dr. Charles Yarish, professor of ecology and evolutionary biology at the University of Connecticut, has been appointed to serve as consultant to **Repêchage's** board of directors. Dr. Yarish, who established a laboratory for seaweed research at the university, is considered a pioneer in seaweed aquaculture. His work focuses on the development of integrated multi-trophic aquaculture (IMTA) and nutrient bioextraction systems where seaweeds are a key extractive component.


In his new role, Dr. Yarish will aid the marine- and seaweed-based skincare company in the evaluation and sourcing of sustainable wild-harvested seaweeds for cosmetic and agricultural uses.


Earth Day Evolution

April 22, 2015 marks the 45th anniversary of Earth Day. The annual celebration, which broadens awareness and support for environmental programs, has grown from a grassroots movement to a global event that attracts more than a billion people and unites a variety of activist groups to fight battles against everything from sewage and toxic dumps to deforestation and wildlife extinction. Below, check out our rundown of Earth Day historical facts and statistics.


 Gaylord Nelson, a U.S. Senator from Wisconsin, envisioned the idea for Earth Day in 1969 after witnessing the effects of a catastrophic oil spill off the coast of Santa Barbara, California.


 That same year, Nelson built an 85-person staff to support Earth Day-related events.

 Americans rallied in parks, streets and auditoriums to promote a healthy, sustainable environment.

 As a direct result of the 1970 rallies, the Environmental Protection Agency was founded and the Clean Air, Clean Water and Endangered Species Acts were all passed.

 Earth Day 1990 marked another turning point: the event mobilized more than 200 million people in 141 countries, giving a boost to worldwide recycling efforts and paving the way for the 1992 United Nations Earth Summit in Rio de Janeiro, Brazil.

 In 1995, Nelson was awarded the Presidential Medal of Freedom for his role as Earth Day founder.

 Soon thereafter, the Earth Day Network (EDN), the official organization behind Earth Day, was founded. Today, the EDN helps to build a network among 22,000 organizations in 192 countries.

Sources: Earth Day Network (earthday.org); Environmental Protection Agency (epa.gov)



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