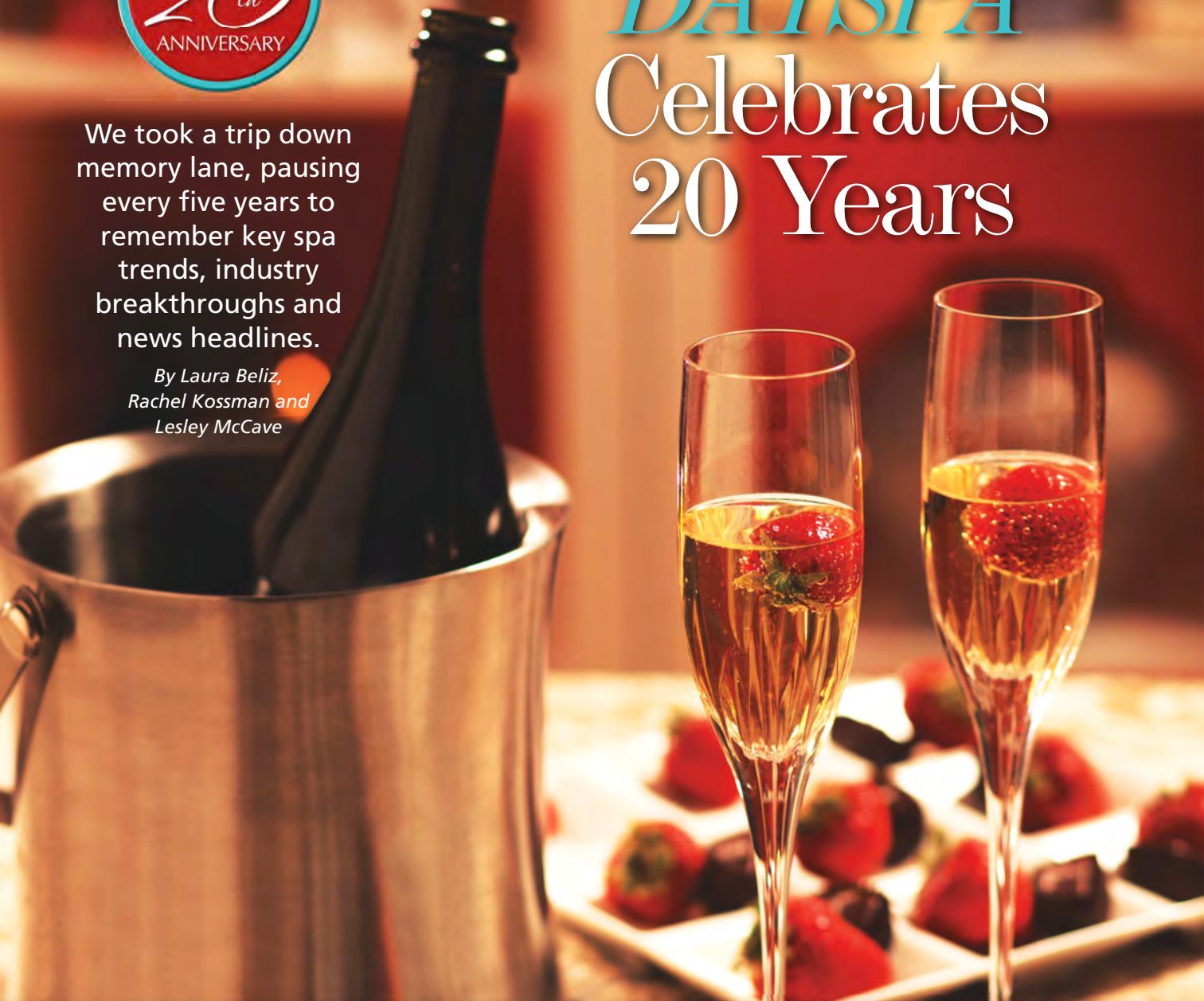




# Looking Back: *DAYSPA* Celebrates 20 Years

We took a trip down memory lane, pausing every five years to remember key spa trends, industry breakthroughs and news headlines.

*By Laura Beliz,  
Rachel Kossman and  
Lesley McCave*



**Any major milestone** offers an occasion to pause and reflect, and to mark two decades in business, the *DAYSPA* team has done just that. To compile this issue, we've been scouring past copies of the magazine, scratching our heads over trends that never took off and patting ourselves on the back over other predictions we got right. We marveled at how far spa software and technology has advanced—and at how little other facets of the industry have changed.

One constant: you, our loyal and tenacious readers, some of whom have been on this journey with us from

the start. We've seen you weather economic downturns, not least the 2008 global recession, when you reached deep into your bag of tricks for survival strategies.

We hope you have as much fun reading our anniversary retrospective as we had compiling it. But before you dive in, let us leave you with a prediction—one to which we hope you'll raise a glass. According to Technavio, the global spa industry is projected to exceed USD \$130 billion by 2020, with strong growth in all sectors, from day spas to resort spas to mineral springs spas. Cheers to that!

PHOTOGRAPHY: ARMANDO SANCHEZ,  
STYLIST: SUSIE LIEU ALMAZAN

# 20 Years Ago... In 1996

## IN THE NEWS



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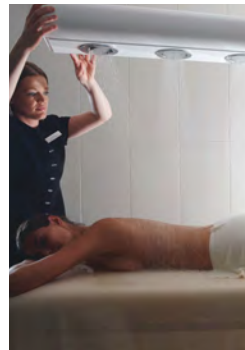
• Atlanta hosted the Centennial Olympics. The ATL was the fifth American city to stage the Games, and the host nation finished top of the leaderboard, securing 101 medals in total.

• The Spice Girls reached No. 1 in the U.K. with their debut single, "Wannabe." Released in the U.S. the following January, the song ultimately topped the charts in 37 countries. This original "girl power" group eventually became the best-selling female band of all time.

• O.J. Simpson's civil trial began in Santa Monica, California. The former football hero was found liable for the deaths of Ron Goldman and Nicole Brown Simpson, and ordered to pay \$33.5 million in damages to their families.

• Dolly the Sheep became the first mammal to be successfully cloned from an adult cell by University of Edinburgh researchers in the U.K. She went on to birth six lambs, but died before the age of seven.

## SPA TRENDS



COURTESY KOHLER WATER SPA

• The spa-wellness movement gained traction, with writer and "futurist" Jody Byrne declaring in *DAYSIPA's* second issue, "While the [wellness] movement itself isn't news, the extent to which it will impact all of us is. Each of us will need to perform a 'wellness audit' of every single one of our products and services to determine how we're communicating our wellness message to our clients."

• Named after the French spa town, Vichy showers grew in popularity in the treatment room, as spas and their clients fully embraced hydrotherapy. Cited benefits of these power showers included ease of use and low maintenance, with Sylvie Hennessy of Pevonia described them in *DAYSIPA* as "almost care-free."

• Eastern and Western health principles started to blend as spa clients eschewed glasses of bubbly in favor of elixir shots. Many concoctions served by spas were based on Traditional Chinese Medicine tenets, and sported monikers such as Dragon Power.

## SPA OPENING



COURTESY BLISS SPA

Personal trainer-turned-esthetician Marcia Kilgore opened her first Bliss Spa on Broadway in New York City. Now owned by Catterton, the Bliss empire has grown to include 21 locations around the world, and dozens of signature bright blue SKUs.

## INDUSTRY BREAKTHROUGH

The FDA green-lights Differin Gel 0.1% (adapalene) as a prescription product for the treatment of acne vulgaris in patients aged 12 or older. It would take another 20 years for an over-the-counter version to be approved.

1996



1997



1998



1999



2000





# 15 Years Ago... In 2001

## IN THE NEWS



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- At the MTV Video Music Awards, Britney Spears performed her now-iconic song "I'm a Slave 4 U" with a python named Banana wrapped around her neck.
- The first—and highly anticipated—film depiction of the renowned fantasy book series, *Harry Potter and the Philosopher's Stone* hit theaters in the U.S. and U.K.



- Apple released the first iPod, which was the size of a deck of cards and could hold 5GB of music (up to 1,000 songs).
- On September 11, Al-Qaeda terrorists hijacked and crashed two planes into the World Trade Center, the Pentagon and a field in Pennsylvania, killing 2,977 people and injuring more than 6,000.

## SPA TRENDS



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- By now, a growing number of men were making their way onto treatment tables. Crafting male-specific massages and skincare services was high on the list of priorities for many spa pros this year.
- Permanent makeup services surged into popularity during this period as clients, including those with physical disabilities, fully embraced the idea of no longer having to apply makeup every morning.
- High-tech tools and devices were becoming increasingly sophisticated in the early years of the millennium, and services involving Laser and Intense Pulsed Light (IPL) devices began to crop up on more spa menus.



SPA OPENING

COURTESY DUNTON HOT SPRINGS

Nearly seven years after the property was purchased for refurbishment, Dunton Hot Springs Resort in Dolores, Colorado, opened its doors. Today, the facility has a historic bathhouse on site, hosts luxury "glamping," and The Spa at Dunton offers locally inspired services ranging from Hot River Rock Massages to Mountain Glow and Hydrating Wrap Combinations.

### INDUSTRY BREAKTHROUGH

The FDA approved the topical ointment form of Tacrolimus as a solution for treating eczema and atopic dermatitis. On the market as Prograf, Protopic and Hecoria, the creams were the first non-steroid treatment for these painful, chronic conditions.

2001

2002

2003

2004

2005



# 10 Years Ago... In 2006

## IN THE NEWS

- Italy beat France 5-3 in a penalty shoot-out to win the 18th FIFA World Cup, hosted in Germany—the team's fourth World Cup title.



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- Astronomers proposed a new definition for the word "planet," and based on its unique orbit pattern, Pluto lost its status as such.

- YouTube, only a year old and one of the fastest-growing sites on the internet, was purchased by Google for \$1.65 billion in stock.

- Famed "Crocodile Hunter" Steve Irwin was attacked and killed by a stingray while filming a documentary on location at Batt Reef off the northeast coast of Australia.

## SPA TRENDS



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- Eyelash extensions became increasingly fashionable on the red carpet—and at salons nationwide. Athena Cosmetics was founded and brought cosmetic eyelash conditioner Revitalash to the masses, and established lash-focused companies such as Novalash continued to grow to meet demand.

- Al fresco treatment rooms were gaining popularity at spas across the country. The unique outdoor treatment settings paired wraps, massages and facials with nature as an idyllic backdrop to relax the body and mind.

- As spas continued to focus on wellness, a rising number of stressed travelers started taking part in "spa vacations," in which they sought local, holistic traditions for mind/body wellness experiences. Offering everything from meditation to labyrinth walks to yoga classes, these getaways were a refuge for spa-goers looking to find tranquility and serenity.

## SPA OPENING



Named for the Greek goddess of good health, Hygieia Bath House & Spa was unveiled. The spa was an addition to Capon Springs and Farms in Capon Springs, West Virginia, a retreat that was rebuilt from a 19th-century resort by Lou and Virginia Austin in the 1930s.

## INDUSTRY BREAKTHROUGH

The FDA approved Gardasil, designed to prevent cervical cancer, lesions and warts caused by certain types of human papillomavirus (HPV). A significant development for women's health, the vaccine can be administered to women ages 9-26.

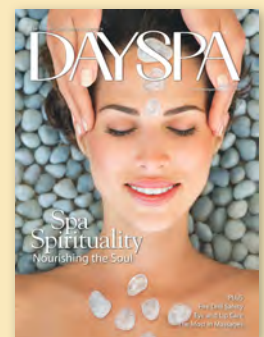
2006

2007

2008

2009

2010





# 5 Years Ago... In 2011

## IN THE NEWS



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• In a ceremony at London's Westminster Abbey that was attended by nearly 1,900 people, Prince William, Duke of Cambridge, wed his longtime girlfriend Catherine "Kate" Middleton.

• A magnitude 9.0 earthquake centered 230 miles northeast of Japan triggered a tsunami. Thirty-foot waves destroyed several nuclear reactors, killed 22,000 people and created an estimated \$300 billion in damage.

• *Water for Elephants* by Sara Gruen; *The Help* by Kathryn Stockett; *A Dance with Dragons* by George R. R. Martin; *The Best of Me* by Nicholas Sparks; and *11/22/63* by Stephen King all topped the *New York Times* Fiction Best Sellers List during the year.



• The Green Bay Packers won the Super Bowl, the St. Louis Cardinals took the World Series, the Dallas Mavericks secured the NBA Championship title and the New York Rangers clinched the Stanley Cup.

## SPA TRENDS



COURTESY THE SALT STUDIO

• Halotherapy, salt caves, speleotherapy, salt infusion... whichever name you opt for, salt rooms and caves were in high demand in 2011. The practice is actually thousands of years old, but salt inhalation began to come of age in stylish, new ways in the spa arena.

• Once considered a "lightning rod term," stem cells were increasingly capturing the headlines in the skincare and spa worlds. Stem cell facials and skin care are de rigueur now, but the concept was in its infancy five years ago.

### INDUSTRY BREAKTHROUGH

With devices still at the forefront in treatment rooms, FDA-approved Ultratherapy broke onto the market. This noninvasive concept utilizes ultrasound technology to regenerate collagen underneath the skin.

### SPA OPENING

Aulani, A Disney Resort & Spa in Kapolei, Oahu, Hawaii, opened with much fanfare. Laniwai, the beachside resort's full-service spa, features an outdoor hydrotherapy garden, teen spa space, Pulu mixology bar and family-friendly treatment menu.



COURTESY AULANI, LANIWI

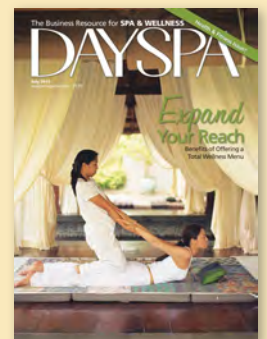
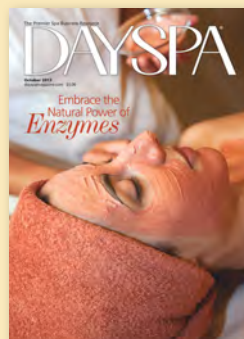
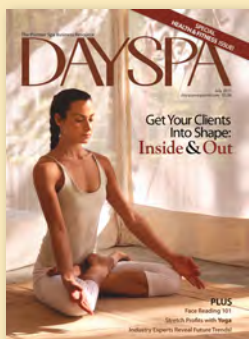
2011

2012

2013

2014

2015



# This Year... 2016

## IN THE NEWS



• Elon Musk has revealed the Tesla Model 3, a luxury electric car priced at \$35,000. Designed to run 215 miles on a single charge, it includes autopilot hardware as standard. Over 276,000 cars were ordered within 48 hours of the announcement.

• Unfortunately, 2016 has seen a number of notable deaths, including David Bowie, Prince, Glenn Frey, Alan Rickman, Harper Lee, Muhammad Ali, Abe Vigoda, Merle Haggard and Natalie Cole, who passed on New Year's Eve.

• So far, this year's most-watched TV shows are *The Walking Dead*, *Empire*, *The Big Bang Theory* and *Game of Thrones*—with an honorable mention going to the long-awaited return of *The X-Files*, which drew a record-breaking 50 million viewers in its first three days.



• In a historic and surprising decision, the United Kingdom has chosen to leave the European Union, with citizens in favor of the "Brexit" securing 52% of the vote.

## SPA TRENDS



COURTESY BLACKBERRY FARM

• The Japanese art of "forest bathing," or *Shinrin-yoku*, which entices spa-goers interested in relieving stress and boosting immunity. This type of spa offering allows clients to connect with nature via guided walks and sensory meditation.

• Hot on the heels of the detox craze are treatments that pay well with the lifestyle—sweat lodges and similar services appeal to clients looking to draw out toxins and, in the case of Mexican-style *temazcals*, participate in indigenous wellness traditions.



COURTESY ROSEWOOD MAYAKOBA

• Waterless spa treatments are on the rise, perhaps driven by concerns about water consumption in addition to regional droughts. Protecting the environment is an ongoing issue for spa pros and their clients.

## SPA OPENING



COURTESY HOP IN THE SPA

The first "beer spa" in the U.S., Hop in the Spa, has opened in Sisters, Oregon. Promising a "Naturally Intoxicating Experience," the spa adds ingredients such as beer, hops and barley—which detoxify, reduce stress and tone skin—to cedar soaking tubs. Clients can even sip beer (or wine) during their treatments.

## INDUSTRY BREAKTHROUGH

The Thermi250 device was cleared by the FDA for the temporary reduction of cellulite. The temperature-controlled, radio frequency treatments are dubbed ThermiSmooth, and may also be used to treat skin laxity.

## 2016

