

# COSMOPROF

NORTH AMERICA LAS VEGAS



**JULY 2015**  
**12<sup>TH</sup> - 14<sup>TH</sup>**  
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## IN THE NEWS

# APPOINTMENT CORNER



CONNIE WEISSLING

In an effort to develop distributor relationships and expand market share, **Continuum Pedicure Spas** has brought Connie Weissling on board as director of business development. In addition to creating and marketing her own personal brand of spa equipment, Weissling previously served as the leader of spa manufacturer European Touch.



DENISSE YPINA-FAVELA

San Diego-based infrared wellness technology company **FIT Bodywrap** has hired Denisse Ypina-Favela as sales manager. In her new role, Ypina-Favela will analyze and improve sales processes, identify new marketing opportunities and execute sales strategies.



JOY CHEN

Marine-based skincare company **H2O+** has appointed Joy Chen as the brand's new president and chief executive officer. Chen previously served as CEO of skin- and bodycare brand YES TO, Inc. and vice president of sales and marketing at the Clorox Company.

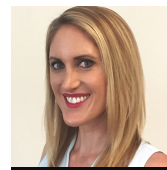
Valorie Reavis will now serve as the **International SalonSpa Business Network's (ISBN)** executive director. In this new position, Reavis will liaise between the ISBN board, executive committee and

membership cohort, and drive the association's business strategy.

As a result of **Skin Authority's** recent growth, Kristin Valentine has joined the brand's executive team. As vice president of business development, Valentine will initiate new opportunities across spa and retail channels, among other responsibilities.



VALORIE REAVIS



KRISTIN VALENTINE

**Spafinder Wellness, Inc.** has appointed a new chief operating officer. John Bevan, who previously served as managing director and vice president of Spafinder Europe Limited, will now lead the company's global sales and digital marketing.



JOHN BEVAN

Linda Nelson has been named executive vice president of training and development for **Stimulation Luxury Skin Care**. The brand's parent company Cole Martin Inc., chose the former physician's assistant and licensed esthetician for her experience working at the helm of a variety of skincare companies, including Aveda, Elemis, Skin Authority and ZO Skin Health.



LINDA NELSON

## Premiering Portal

The Salon and Spa Specialty Insurance Agency (SASSI) is aiming to take some of the stress out of insurance policy buying and updating. The company has created Insure It!, a web-based portal that allows spa owners to generate quotes and policies and update their existing registration information online. Not only does this put the purchasing power in the hands of business owners, it helps keep costs down.

"We haven't raised our rates in 10 years, and we don't want to," says Sean Brownyard, SASSI's executive program manager. "Instead of having to hire underwriters to take phone calls and generate insurance quotes, we've employed a similar system to those utilized by consumer insurance companies."

The Insure It! site enables users to build an account, request a quote and pay for their plan, plus view, print and edit current policies. As long as spa owners are licensed and their record is free of previous claims, users should have a seamless experience completing the form and navigating the system.

To test out the portal, visit [quickquotes.sassiagency.com](http://quickquotes.sassiagency.com).

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IN THE NEWS

# Go Green, Minus the Greenbacks

In an effort to re-brand and reinvigorate the Green Spa Network (GSN), the nine-year-old association is now providing a tier of free memberships for business owners across the country. The new structure allows for Associate Members to join at no cost and Contributing Members, who pay a \$360 annual fee, exclusive access to marketing materials and resources. Thanks to the initiative, all of GSN's tools and resources related to "greening a spa" are free on the network's website.

"Sustainability is a bandwagon that people want to jump on, and up to this point we really limited ourselves by offering a single membership level behind a pay wall," explains GSN executive director Paul Schmidt. "Thanks to the Internet, the globalization of information means much more material is accessible free of charge, and we want our green-focused resources to join those ranks," he says.

Citing a desire to reach those who may be unaware, or even afraid, of how to make their businesses more earth-friendly, Schmidt acknowledges how fortunate the GSN is to be in a position to provide free resources for business owners. "Our goal is to make a positive difference in the world and spa industry. This is the next step toward that goal," he emphasizes.

Another equally important part of the organization's refocusing will be in developing relationships with regional associations and targeting varying local issues—the problems that affect spas in drought-stricken Southern California are distinct from those facing spas in the Northeast, for example. Thus far, GSN has partnered with state associations in Arizona, Florida and Hawaii.

To join the GSN, visit [greenspanetwork.org](http://greenspanetwork.org).

## IMPECCABLY INSURED

If you're a medical spa owner, it pays to keep abreast of options in insurance policies, whose coverages can vary wildly. Many current medi-spa insurance policies are "claims made", which protect businesses only if they are insured at the time a claim is made but don't offer protection if they've changed policies or let their policy lapse—even if the business was insured at the time of the alleged incident. However, the latest policy from Allied Beauty Experts (ABE) offers "occurrence-based" coverage, which protects the holder for the duration of the policy, regardless of when a claim is made. The plan, which has no deductible, offers comprehensive \$1 million/\$3 million liability coverage.



The GSN's annual congress is set to take place in Yosemite National Park this September.

**GSN Membership is Now FREE**

Join the movement today

Become an Associate Member

"Medical spa insurance is a unique animal simply because such advanced coverage is required due to more extensive procedure risks. With an 'occurrence-based' plan, you're covered much more comprehensively," explains Ken Callison, executive director of ABE. "We've always tried to serve the industry on a national level and improve the lives of people who run spas, and this new policy goes a long way toward doing that," he adds.

Other types of coverage options, including HIPAA insurance, fire/legal liability, direct patient care and increased liability limits, are available in conjunction with the new plan.

To learn more about the new plan options, visit [alliedprofessionals.net](http://alliedprofessionals.net).