

Lunch and Learn

Repêchage is hosting its 20th annual Champagne Power Lunch on Monday, December 7. The event, to be held at the Repêchage International headquarters in Secaucus, New Jersey, is billed as a networking event that provides spa owners with "everything they need to know for their most successful year."

The 2015 edition of the Power Lunch will feature presentations from Repêchage founder and CEO Lydia Sarfati, founder of Creative Age Publications Deborah Carver, and president and CEO of InSPAration Management Dori Soukup.

Sarfati's "Beauty Trends and Creating the Ultimate Service Experience" will address ways to lure clients away from their smartphone screens and into the relaxing environment of your spa. In "Economical Marketing Strategies" Soukup will differentiate marketing and advertising, and teach attendees how to drive new consumers to their facilities. Carver's "Consumer Trends in Beauty and Spa" will explain how the booming millennial generation will impact the spa and salon industries for years to come.

The cost to attend the lunch is \$55, which is refundable with a purchase of \$500 or more on the day of the event. Tickets can be bought through November 30 at repechage.com.

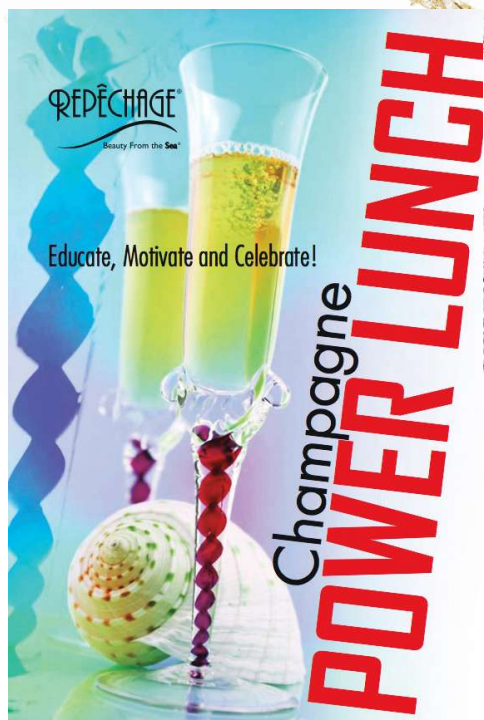


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CORPORATE COMMITTEE

Performance Health recently hosted its 17th annual Scientific Advisory Committee meeting, held for the company's TheraBand Research Advisory Committee, or TRAC. The three-day event in Vancouver, B.C., was attended by 17 committee members from five countries and 11 U.S. states. All TRAC members are researchers and clinicians in the physical therapy, chiropractic, exercise science, athletic training and massage therapy fields.

TRAC was founded in 1999 and the group's annual meeting has since evolved to present experiments relating to several Performance Health product lines. This year the Scientific Advisory Committee focused on products within the TheraBand, Biofreeze and Cramer brands.

"This committee brings us the latest research, which helps our clinicians make evidence-led decisions that ultimately



The Scientific Advisory Committee gathered in Vancouver for the 17th annual Performance Health TRAC meeting.

benefit customers and their clients," explains Dr. Phil Page, global director of clinical education and research for Performance Health. "This TRAC group represents our commitment to research and education over nearly 20 years."

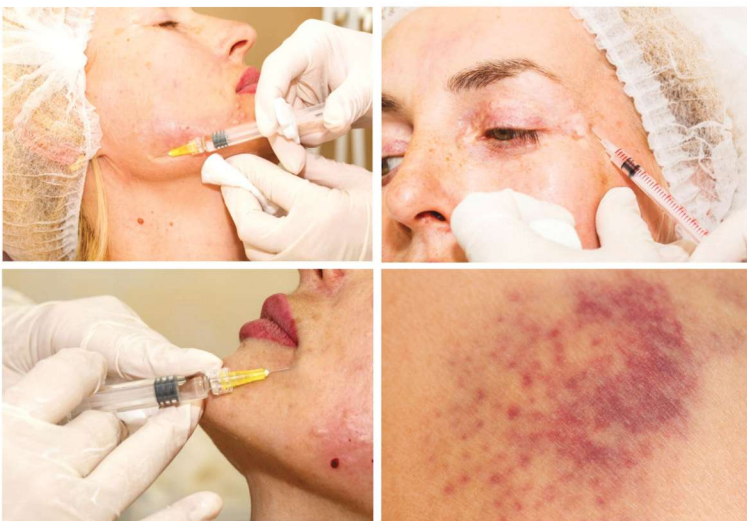
To read the latest TRAC findings, plus conference abstracts and proceedings, go to thera-bandacademy.com/research.

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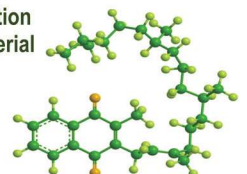
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MOMENTOUS MEETING



Pevonia employees from across the country convened in Daytona Beach, Florida, for the company's annual sales meeting.

Pevonia International recently hosted its annual National Sales Meeting in Daytona Beach, Florida. Account executives from all over the U.S. converged on company headquarters for the three-day conference, which held extra significance this year in view of the brand's approaching 25th anniversary in 2016.

Several days focused wholly on education—providing professionals with skincare training and educational tools to head back into the field and assist spa accounts across the country. "This training enables us to meet the educational needs of our spa clients in real time," says Shawn Morgan, vice president of U.S. sales for Pevonia International. "The ability to respond to the changing demands of our customers for more flexible and accessible training is not only critical to our viability, but it is the hallmark of our business."

In addition, the event offered a chance for sales reps to mingle. "Our National Sales Meeting is a key opportunity for

Pevonia International account executives to meet, share ideas and foster meaningful relationships," explains Morgan. Pevonia leaders also made sure to recognize their hardworking sales team, granting several awards throughout the event.

As a skincare brand, Pevonia works to deliver hybrid classes through licensed educators and account executives, coupled with web-based education. One part of that education initiative is the brand's new Event-In-A-Box program, which equips spas with the ability to host a promotional event.

Thus far, Pevonia has created three Event-In-A-Box promotions: Lumafirm, YouthRenew and SpaTeen. Each kit is different, but typically includes marketing materials such as posters, display sheets, gift with purchase cards and Skin SnapShot cards, samples and testers to help spa professionals promote their event.

For more information, visit pevonipro.com.

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Growth Factors

The International SPA Association (ISPA) recently released the findings of its annual spa industry financial indicators survey for 2014. Commissioned by Pricewaterhouse Coopers (PwC), the study presents several key findings for the U.S. spa industry, known as the "Big Five": total revenue, spa visits, spa locations, revenue per visit and number of employees.

Once again, the spa world has continued to see growth, with total revenue surpassing the \$15 billion mark for the first time to reach \$15.5 billion, which represents an increase of 5.3% over 2013. Overall, spa visits increased from 164 million in 2013 to 176 million in 2014. Average revenue per visit declined marginally, from \$89 in 2013 to \$88 in 2014. The number of spa locations rose slightly, up by 480 spas from the previous year. Employment grew slightly, with just over 10,000 additional employees joining spa staffs.

IMAGE COURTESY ISPA

THE BIG FIVE STATISTICS

ISPA 2015 U.S. SPA INDUSTRY STUDY

The Big Five Statistics: 2014 out-turn and percentage change in 2014

	2013 (Year End)	2014 (Year End)	% Change*
REVENUE	\$14.7 billion	\$15.5 billion	5.3%
SPA VISITS	164 million	176 million	6.7%
LOCATIONS	20,180	20,660	2.4%
REVENUE PER VISIT	\$89	\$88	-1.3%

	2014 (May)	2015 (May)	% Change*
TOTAL EMPLOYEES	349,900	360,000	2.9%
FULL-TIME	148,300	153,800	3.7%
PART-TIME	157,000	164,500	4.8%
CONTRACT	44,600	41,700	-6.5%

*Calculations of percentage change are based on unrounded figures.

"This year's study highlights strong performance in total revenue and number of spa visits," says Colin McIlheney, global research director for PwC. "The growth in these areas shows the U.S. spa industry is buoyant and building on the momentum established in the previous year." Adds ISPA President Lynne McNeese,

"It's always an exciting time to reveal the 'Big Five', because these numbers are strong indicators of the future success and growth of our industry. As we celebrate ISPA's 25th anniversary, we are proud to report this milestone."

The full study is available at experienceispa.com.

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Universal Companies' new colleagues, Bill Barczy and Tracie Ridder Wertz of À la Mode Partners

Joining Forces

À la Mode Partners, a marketing and retail resource and spa supplier, has been acquired by Universal Companies. The two distributors will now work together to bring retail support and strategies to customers, plus accessibility to more than 300 brands that manufacture a variety of skin care, back bar supplies, equipment and retail items, among many other categories. Some of Universal Companies' new retail product offerings—deemed emerging, trendy and eco-chic—will be included in the 2016 edition of its annual Spa Resource catalog, available to spa professionals in the spring.

In addition to its brand partnerships, À la Mode offers four levels of consulting services, which range from complimentary assessments to intensive, customized corporate advice. Much of the company's support is focused on retail success,

helping spas to drive their sales and increase revenue. Those services will continue because both Tracie Ridder Wertz, founder and CEO of À la Mode, and CMO Bill Barczy will be joining the Universal Companies staff.

"Our passion is retail," explains Barczy. "The opportunity is huge, but it's also challenging because spa operators often don't have the background, time or finances to put into their retail section."

Universal Companies CEO Brenda Elliott enthuses, "Bringing Tracie and Bill on board will enhance our mission of delivering innovative spa solutions to maximize our customers' success. Their background and knowledge in the spa and resort industry—combined with the expansive retail collection they bring with them—will help our customers embrace retail sales and increase their profits like never before."

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