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GALLEN'S SPA NOTES



We are all aware of the current economic blip, so let's start to focus on the positive and on how Irish spas can turn their business model around to help generate more business, writes AOIBHEANN GALLEN. The following are some tips that won't cost the earth.

Simplicity

People enter spas to de-stress, yet some spas end up stressing people even more by offering mind boggling treatment menus, too many spa products to choose from and letting therapists give treatments that are not up to spa standards. Spas are best to offer a more simple, affordable approach, with simple treatment menus that the spa-goer can read and understand. In today's climate, more spas will go mainstream, which enables clients to also choose from 30, 60 or 90 minute treatments, either by buying time or choosing their exact treatment without the frills. This mainstream approach has taken off with Champneys in the UK. Certain hotel spas could offer more 'salon treatments' to 'in and out house' guests especially when the hotel and spa is quiet.

Spa Staff

You may not have the finance to source in a new spa product or invest in upgrading the spa, however spas now have an opportunity to train their staff to safe and high standards. Highly trained spa staff are what sets the good spas apart from the rest and ensures repeat and new business. Combining excellent spa staff with simplicity in spa operations is a solid foundation that guarantees business. For more information on Excellence in Spa Training please

contact www.irelandspas.com.

Business at the Spa

As I discussed in the March edition, Business at the Spa and rewarding staff with incentive breaks to spas are growing trends. This market has the money to spend on spa retreats and the trend is already taking off in Ireland. Before targeting this niche market, have a look at your spa size, facilities and service that you have to offer. What differentiates your spa from the rest? Get expert advice on tailoring packages to suit your business client so to ensure genuine client satisfaction and repeat business.

Spa Business

Spa business is a real and profitable business. Become more spa-savvy in terms of understanding the many facets that need to be carefully monitored and measured in order to have a marketable and profitable spa venture. Developers and owners of all types of spas will need to understand and be willing to commit the financial resources for a turn-key spa, which includes everything from the building to the training. Does your spa facility tick all the right boxes? Look at how professional your basic spa operations and spa staff are and once you have mastered these, you are in the prime position to target and keep spa-goers. ♦

AOIBHEANN GALLEN, founder of Irelandspas, is Ireland's leading independent spa consultant. To find out more about Aoibheann and the services she offers to the industry log on to www.irelandspas.com or email her at agallen@irelandspas.com.

