

PART
THREE

Your Spa
Career

15

Treatment Design and Your Signature Spa Treatment

Chapter Outline

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- Treatment Texture
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The Signature Spa Treatment



SPA FUSION
INTEGRATION OF SKILLS

STUDY TIP: Learn from Your Treatments
CHAPTER WRAP-UP

Key Terms

Signature spa treatment: A special treatment that is only offered by one spa. It is designed to highlight the spa's unique features and particular strengths.

Spa program: All of the different services that are offered at a spa are collectively called the spa program.

Treatment concept: An abstract idea that helps both to organize the different parts of a treatment and to send a specific message to the client.

Textural elements: The word *texture* describes the varied sensations the therapist creates during the treatment by paying attention to what the client sees, hears, smells, tastes, and feels.

Imagine for a moment that body treatments are pieces of performance art. With careful planning, a spa experience can be very like classical theater. Each moment of a play (treatment) is broken down, examined, staged, practiced, smoothed, and memorized by the artist (therapist). On opening night, the audience (client) is unaware of the intense planning that went into the piece (treatment). Instead, they are dazzled by what they see, moved by different sensations, revitalized by what they smell, and intrigued by what they hear. The play (treatment) feels alive, spontaneous, free-flowing, and effortless, when, in fact, it has a carefully designed structure. If the director (spa designer) has successfully achieved his or her vision, the audience (client) leaves revived and satisfied.

All spa businesses, regardless of size or financial status, can achieve art with their services. A big spa with a large budget might hire a spa consultant to do the planning and train the staff for them. A smaller massage clinic or day spa is more likely to do it all themselves. Each designer will have his or her own method for achieving the spa's goals. The process is dynamic, layered, and exciting. At times, it can feel overwhelming because most plans need revision and flexibility. The goal of this chapter is to encourage therapists

to reflect on the artistic elements of spa treatments and to provide a framework for the creative design of original spa services. The information in this chapter helps inform the spa's program as described in Chapter 16. Review the sample treatments at the back of the book for ideas and inspiration.

Individual Treatment Design

The process of designing an individual spa service frequently begins with a reflection on the spa's philosophy. As discussed in greater detail in Chapter 16 (Your Spa Program and Menu of Services), a spa philosophy is defined as the fundamental beliefs that the individual or business holds about health, wellness, and beauty. A treatment designer will want to uphold the spa's philosophy with each treatment he or she creates for the spa. Often, a complete **spa program** is adopted before the individual treatments are planned (Table 15-1). This allows the designer to balance the services on the menu so that one area does not dominate another (e.g., the spa ends up with three body polish treatments and only one body wrap treatment).

The development of each treatment goes through the same design process. First, you determine the therapeutic goal of the treatment and match it to the spa's philosophy. A concept may be adopted to inspire the **textural elements** that add richness and depth to the service. Core treatments are matched with smaller enhancing services before appropriate spa products and retail opportunities are identified. Finally, the treatment is practiced many times so that

TABLE 15-1 Overview of the Treatment Design Process

1. THE FIRST DRAFT MENU	2. DESIGN THE INDIVIDUAL TREATMENTS
<ul style="list-style-type: none"> • Identify the spa's philosophy. • Identify the target client. • Determine the spa program. • Identify specific services. 	<ul style="list-style-type: none"> • Define the therapeutic goals of the treatment. • Find inspiration. • Plan textural elements. • Plan enhancing treatments. • Plan transitions. • Plan product and retail tie-ins. • Create a signature treatment.
3. PLAN CLIENT MANAGEMENT	4. THE MENU REVISION
<ul style="list-style-type: none"> • Greeting and pretreatment • Client management during the treatment • Presentation of retail items • Payment and rescheduling 	<ul style="list-style-type: none"> • Check for balance and continuity. • Write strong promotional descriptions. • Determine what you will charge for each treatment.

the designer can smooth transitions, recognize and eliminate problems, and determine how clients will be managed from the time of their arrivals at the spa until their departures. All of these processes and procedures are captured in detailed treatment guides that ensure treatments are delivered consistently as discussed in Chapter 16 (Your Spa Program and Menu of Services).

The Therapeutic Goal

It is helpful if the goal of the treatment is clearly defined before beginning the design process. Treatment goals can be physiological (e.g., decreased muscle pain), psychological (e.g., increased contentment), spiritual (e.g., an increased sense of connection to nature), mental (e.g., decreased mental exhaustion and confusion), or a combination of these effects in a more holistic treatment. Holistic treatments are designed to consider all aspects of a client's mental, physical, and spiritual health.

A treatment will usually try to achieve three to six therapeutic goals with some goals being more important than others. For example, in an herbal detoxification wrap, the primary goal of the service is detoxification, so the body should perspire profusely. The client may feel so hot that he or she is uncomfortable to the point of being mildly agitated. Some degree of relaxation is sacrificed to achieve an effective level of detoxification. If relaxation as well as detoxification is the goal, you would be more likely to base the treatment design on a lymphatic dry brush and deep tissue massage with juniper berry and grapefruit essential oils. These treatments encourage the natural detoxification processes of the body but are more relaxing to receive than a detoxification wrap.

Finding Inspiration through a Treatment Concept

A treatment concept is an abstract idea that helps to organize all of the different aspects of a treatment so that together they convey a specific message to the client. The **treatment concept** and the spa's philosophy must be carefully coordinated so that they don't conflict. A concept can be developed from any aspect of our experience of life, but in this chapter, inspiration through art, world culture, spirituality, mysticism, simplicity, food, and drink are explored.

Art as Inspiration

Look up Claude Monet's painting *Les Tuileries, Esquisse* (The Tuileries Study, 1876) on the Internet and consider this question: What would a spa treatment based on this painting be like? The Tuileries is a French garden that is the most central park in Paris. Designed by Le Notre (the gardener of Louis XIV) in 1664, it is a place filled with shady walks, fountains, and elegant statues. The painting by Monet was composed using soft greens and a gentle orange haze, as if the sun were ready to set. A designer would want the spa

treatment to capture the early evening feel of the painting. This is a time when people are finished with work and lounge in a café sipping iced coffee before heading home. Paris is famous for being one of the most refined and fashionable cities in the world. The treatment would want to borrow that feeling of sophistication and the edgy, free-spirited grace of young Parisian women. Stacking stones on a client or burning incense during the session would feel completely wrong. Instead, the treatment should encourage a client to enjoy traditional elegance in the form of a rose petal foot bath, a paraffin dip for the hands, a European firming face massage, an emollient body polish, and a firming breast mask.

Compare this treatment to a service inspired by a painting by Jackson Pollock called *White Light*. This one is more difficult, but it seems reasonable that a treatment based on *White Light* would have spiritual aspects and require a variety of contrasting textures. This treatment might include a vigorous eucalyptus loofah scrub, a thick application of alabaster kaolin clay with tingling oils such as rosemary and bay laurel, hot stone massage, and lomilomi stretches. Paintings give a different feeling and help the designer to generate ideas to develop a treatment. Ideas for treatments might also be sparked by a favorite song, a poem, a novel, or a movie.

World Culture as Inspiration

Many spas draw on different world cultures to formulate their philosophy and inspire their treatments. The Mii amo Spa at Enchantment Resort in Sedona, Arizona, uses the red rock landscape and Native American traditions of the Sedona area as an inspiration.¹ Treatments that link to these concepts include the Blue Corn Polish and Sedona Clay Wrap. The "Connect with Spirit" section of the menu offers the "Mii amo Meditation" in which clients are smudged with a sage stick at the beginning of the service. Smudging is a traditional Native American practice in which smoke from a branch of sage bush or juniper is wafted over a person to purify and protect them.

Eastern and particularly ayurvedic influences are currently very popular in the spa industry. This is probably because Eastern cultures have well-designed and time-honored healing systems that are already valued by Westerners. Eastern culture also has a particular environmental style that consists of clean lines and simple, elegant beauty. This style is appealing to the senses and allows the treatment creator to use a room design that supports the concept of the treatment.

Although Eastern culture is popular, any culture can be used as a starting point to stimulate fresh ideas and offer new insights for treatment design. The designer must simply find out something about the country and let the information guide the treatment choices. The example below was inspired by Gabon, a country that is probably not well known to most Americans. This unfamiliarity gives it an intriguing appeal.

Located on the west coast of Africa, most of Gabon is covered in dense equatorial rain forests, although the coastal plain is characterized by narrow lagoons and estuaries. The Gabonese consists of 40 Bantu tribes, which are divided into four different tribal groups. The Eshira are a Bantu group who holds “Night Ceremonies,” which are meant to bring the tribe together into “only one heart,” through singing, dancing, and the use of hallucinogenic plants. The Eshira people trade in many natural products that may be useful in a spa treatment. These include bananas, cassava, cocoa, coffee, palm oil, rice, and sugar cane.²

Treatment Name: Eshira—The Night Ceremonies

The Night Ceremonies are about celebration, feeling connected to the earth and reinforcing relationships. The treatment is carried out in a darkened room, lit only by electric candles, which are safe but cast flickering shadows on the walls. It begins with rain forest night sounds and then evolves into a 30-minute massage choreographed specifically to an uplifting and rhythmic piece of African music. The massage should fit the music perfectly and evoke the spirit of African dance (tribal unity). The music then transitions back into the sounds of a rain forest. During the rain forest segment, the body is polished with palm oil, sugar, and cocoa powder. This is then either removed with steamy towels or in a Vichy “rain” shower. While the feet are being massaged (relationships), heated stones are placed over specific areas of the body to invoke earth energies. The music then transitions back into the African music and “dance massage” for the final 30 minutes of the treatment. The service ends with an aromatic mist of rain forest scents.

Spirituality and Mysticism as Inspiration

Some spas embrace a mystical philosophy and tie their services into a broad-based spiritualism. This is sometimes handled in a serious way, and, sometimes, in a funky, off-beat way. Serious treatments may include services such as Reiki, guided mediation, yoga, shirodhara, and psychologically oriented aromatherapy. Spas may consider using mythology, ancient goddesses, or sacred places to inspire unique treatments.

For a more offbeat mystical concept, the spa might base the design of all of the services on the zodiac or on forms of divination such as tarot cards, rune stones, or ogham symbols. It is a fun idea. Consider designing all of the spas services on the zodiac; each of the treatments could be tailored to one of the sun signs. If you are a Pisces, you would probably receive a seaweed treatment because Pisces is a water sign. Capricorns are ruled by the earth element, so they would probably opt for a mud treatment or hot stone massage, whereas Geminis would get an aromatherapy treatment to balance their split personalities! It is important to remember that this type of spa fits a niche market. This can hurt or help a spa, depending on the location and the type of clientele. Having a clearly defined niche can set a spa apart from other spas in the area but

may also restrict the population that the spa can market its services to.

Simplicity as Inspiration

Many spas design their treatments to be as straightforward as possible. The treatment names and descriptions are not particularly evocative, but clients are left in no doubt about what they will receive. In the most generic examples, the treatments are called by their common names such as herbal body wrap, mud wrap, seaweed soak, full-body paraffin mask, body polish, etc. On the more creative side, a straightforward designer may use the body treatments listed earlier but add names that suggest their use in specific conditions: Travel Fatigue Fighter (seaweed soak), Dry Skin Boost (paraffin mask), Stress Tonic (mud wrap), Body Soft (body polish), etc. In the United States, these straightforward themes are often made to sound more sophisticated by using European place names. For example, an herbal body wrap becomes the Swiss Herbs Wrap. A seaweed soak may become the Brittany Sea Soak, and a mud mask might become the Italian Fango Wrap.

Food or Drink as Inspiration

Occasionally, spas will develop a treatment based on a type of food or drink in a way that is surprisingly interesting. Consider these treatment names: Orange Sorbet, the Champagne Sparkler, the Manhattan, Crème Brûlée, Hot Cider Twist, Strawberries and Cream, Chocolate Mousse, and Lime Margarita. A treatment called the Champagne Sparkler conjures up images of cocktail dresses, smooth radiant skin, and bubbly vivacity. A treatment called the Manhattan inspires the same metropolitan appeal, whereas a treatment named after a chocolate mousse is likely to be decadent, smooth, and contains chocolate, which smells wonderful and softens the skin. The Lime Margarita sounds upbeat and sassy and could be expected to include a salt glow.

It is clear that, as a treatment designer, you can draw inspiration from a variety of sources and that brainstorming a new treatment is a lot of fun.

Treatment Texture

The treatment concept will often influence the different treatment textures that are chosen for the service. A good spa treatment will include an assortment of “textures,” or layers of varied sensation that enrich the overall experience. To add texture, you will need to consider what the client smells, what they feel, what they hear, what they see, and even what they taste. This does not mean that you should go to extremes of either hot or cold. It means that you should pay attention to the different textures in products and use those textures to increase the clients’ awareness of tactile sensations during the treatment so that they enjoy the treatment more. For example, research indicates that there are four main types of skin receptors that respond to hot, cold, pain, and pressure, but our experience of the

world goes beyond these simple sensations because combinations of receptors allow us to feel in vivid and varied detail. Consider all the nuances of sensation. Pain can feel dull, or it can shoot down a nerve path. It can burn or feel like a twinge or pinch. When a kitten licks human skin, it has a wet, scratchy feel. The velvety softness of a horse taking a sugar cube off a hand feels completely different. In *A Natural History of the Senses*, Ackerman³ explains that

Any first time touch, or change in touch (from gentle to stinging, say), sends the brain into a flurry of activity. Any continuous low-level touch becomes background. When we touch something on purpose—our lover, the fender of a new car—we set in motion our complex web of touch receptors making them fire by exposing them to a sensation, changing it, exposing them to another. The brain reads both the firings and the “stop-firings” like Morse code and registers smooth, raspy, cold.

In a spa treatment, the application of each unique product or technique, along with its special texture, awakens the mind and body to the novelty of sensation. The rough scratch of the dry brush; the smooth, all-encompassing warmth of heated mud; the tingly shiver of mint lotion; the delicate flicker of cool mist over a hot forehead; the rapturous scent of orange blossoms; each of these becomes a word in the complex language of enjoyment.

What Will the Client Smell?

Nichols⁴ writes that “to be overcome by the fragrance of flowers is a delectable form of defeat.” Good smells have been used by ancient and modern cultures all over the world for spiritual, emotional, and therapeutic purposes. In a spa treatment, they provide a powerful point of interface between the mind and body by affecting the psyche, nervous system, and immune system.⁵ They link a client to the cultural context of treatments that are developed around a foreign theme or ethnicity. They transport the client to the landscape of the treatment whether it is the desert or ocean, a field, a flower garden, an alpine forest, or an orange grove.

In Chapter 7 (Introduction to Aromatherapy for Spa), the sense of smell and the possible effect of aroma on mood and emotion were discussed, as were the ways in which the client’s enjoyment of a service is enhanced through a smell-scape. The concept of a smell-scape encourages you to think carefully about what you want a client to smell during a spa service. You will also need to change the smells during the treatment to create greater olfactory interest. The smells may be tied to a particular place as in an Eastern-inspired treatment. In this case, you would use aromas that are characteristic of the East such as mandarin, ginger, vetiver, and spikenard. The smells might be familiar and comforting such as grapefruit, pine needle, and nutmeg, or they could be unexpected and exotic such as Peru balsam (it has a velvety, powdery, vanilla-like, but darker smell). The important thing is that the smells communicate something about the treatment to the client and facilitate their immersion in the world of the service (Table 15-2).

When providing a smell-scape, you should make every effort to use products with natural as opposed to synthetic fragrances or to scent plain products in house with high-quality, therapeutic-grade essential oils. Synthetic fragrances are man-made and do not come from aromatic plants, fruits, or flowers. Clients will often develop adverse reactions to synthetic fragrances (e.g., headaches, sore throat, sneezing, coughing, and emotional irritation) and may avoid all strong aromas as a result.

What Will the Client Feel?

Therapists who pay attention to the texture of a spa treatment will usually plan every tactile sensation that the client experiences. Once on the treatment table, you want the client to be enveloped by warm, soft textures. This is not easy if the client is lying on plastic during the treatment. One idea is to put a Fomentek (large hot water bottle) under a pillowcase (to insulate it) under the plastic sheeting. A soft bath towel can also be placed horizontally across the top and bottom of the table to anchor the plastic sheeting and provide a soft place for the upper body and feet to rest. Regardless of the type of treatment bedding used, it can and should be warm before the client gets onto the table.

With the exception of those products that are meant to be applied cool, every product should be warmed just before it is applied. Cold mud, cold lotion, or cold anything is jolting and distracting. Cool temperatures alternating with very warm temperatures can feel refreshing and invigorating under the right circumstances. Think about the tactile sensations experienced in a dry room salt glow. First, the client is massaged with warm oil using soothing Swedish strokes. Salt is applied in rhythmic circular strokes. This feels scratchy and rough but very pleasurable and invigorating. A hot towel (it should be nice and hot, not lukewarm) is placed on the body area and left for a few seconds to steam the skin. It is then pressed into the skin by the therapist (which increases the sensation of heat) and pulled in a straight line from the proximal to distal areas of the body to remove the salt.

To add a new sensation, the therapist can mist the area with a toner. This feels bracing and stimulating, and if the right product is used, it will balance the pH of the skin. Another texture can be added by applying an aloe gel after the body mist. Aloe gel goes on in a satiny smooth layer. It will not make the client sticky, and it gives a final textural sensation before the therapist moves on to the next body area.

Although this may all seem like common sense, it is easy to use an inappropriate product in a treatment. For example, in an herbal detoxification wrap, the client feels very hot and continues to perspire after he or she has been removed from the thermal blankets. A massage with oil at this point would feel unpleasant, but a body mist with cool water followed by the application of a light cucumber, aloe, or seaweed gel will decrease body temperature and replace moisture without making the skin feel clogged. Usually, an exfoliation comes first in a treatment, but there is no reason that a therapist couldn’t end an herbal wrap with an

TABLE 15-2 Themes, Smell-Scapes, Accents, and Associations^a

THEME	SMELL-SCAPE	ACCENTS OR ASSOCIATIONS
Summer	Citrus oils, floral oils, tropical aromas, spicy oils	Joy, brightness, warmth, openness, strength, the sun, light, tan skin, the beach, ice cream, lemonade, water sports, seaweed treatments, buff and bronze treatments, sunburn treatments
Winter	Peppermint, clove, nutmeg, cinnamon, apple cider, fir needle, pine needle, frankincense	Hibernation, going within, recuperation, the end of a cycle, flannel, hot chocolate, winter sports such as skiing, warm cocoons and body wrap treatments
Spring	Light floral scents, herbaceous scents	New beginnings, opportunities, childlike enthusiasm, renewal of energy, gentle rain, gentle breezes, hydrotherapy treatments such as a Vichy shower
Autumn	Woody scented oils, earthy oils, warm or homey aromas	Slowing down, preparation for quiet and reflection, midnight, the moon, hot cider, apples, dried leaves, wind, warm cocoons and detoxification treatments
Ocean or sea	Camphor, chamomile, eucalyptus, gardenia, helichrysum, jasmine, lemon, geranium, sandalwood, vanilla, ylang ylang	Wisdom, inner peace, harmony, emotional balance, intuition, the subconscious, the moon, guided meditation, seaweed treatments, marine fango treatments, hydrotherapy with seawater, buff and bronze treatment
Desert	Sage, juniper berry, spicy oils	Simplicity, purification, transformation, change, openness, aloe gel, cactus syrup (which can be used in cocoons or as a masking product), sisal fiber cloth for exfoliation, Sedona clay, other desert clays
Forest or alpine	Fir needle, bay laurel, sweet birch, cedarwood, cypress, juniper, pine, spruce, Canadian balsam, cade, oak moss	Growth, strength, wisdom, shelter, protection, exploration, adventure, flannel, hot cider, foot treatments aimed at hikers, any treatment offered at a ski resort or winter resort
Garden	Floral oils, herbaceous oils	Tranquility, peacefulness, cultivation of manners, refinement, inner beauty, fertility, abundance, botanical products, iced tea, herbal tea, shortbread, tea cake, gentle treatments aimed at relaxation
Jungle or tropical	Ambrette seed, amyris, copaiba balsam, Peru balsam, tolu balsam, West Indian bay, cascarilla bark, cassie, clove, elemi, ginger, lime, nutmeg, oak moss, opopanax, black pepper, rosewood, schinus molle, tagetes, tonka bean, turmeric, vanilla	Instinct, exhilaration, adventure, courage, wildness, impulse, travel, exotic fruits (e.g., mango, papaya, coconut, pineapple), body polish treatments, natural product cocoons
Eastern	Star anise, benzoin, bergamot, calamintha (Himalayas), calamus, camphor, ylang ylang, cardamom, cassia, cinnamon, clove, costus, sweet fennel, galangal, gardenia, ginger, grapefruit, jasmine, lemon, lemongrass, litsea, mandarin, mastic, orange, neroli, palmarosa, patchouli, rose, sandalwood, spikenard, liquidambar, turmeric, vetiver	Peace, harmony, spiritual practice, mindfulness, elegance in simplicity, balance of body, mind and spirit, cycles of creation, purification, detoxification, meditation, jasmine tea (India), green tea (China), ayurvedic treatments, Chinese herbal treatments
Mediterranean	Lemon balm, basil, bay laurel, bergamot, cumin, cypress, inula, sweet fennel, helichrysum, hyssop, labdanum, lavender, lemon, sweet marjoram, mastic, myrtle, neroli, orris, rose, rosemary, clary sage, sage, santolina, thyme, lemon verbena	Connection, relationships, exchange of ideas, travel, exploration, culture; the Mediterranean sea is a part of the Atlantic Ocean almost completely enclosed by land. On the north side is Europe, on the south is Africa, and on the East is Asia. In ancient times, it was a byway for trade between the people of the region including the Egyptians, Romans, Greeks, Phoenicians, and Middle Eastern people. Herbal treatments (many herbs are indigenous to the region), seaweed, and clay treatments
South or Central American	Cabreuva, Peru balsam, tolu balsam, cardamom (El Salvador, Guatemala), cascarilla bark, guaiacwood, jaborandi, lime, orange, palmarosa, black pepper, rosewood, schinus molle, tagetes, tonka bean, tuberose, vanilla, lemon verbena	Central and South America are a region of environmental and cultural diversity. The environment ranges from the lush tropical rain forests of the Amazon to the high altitude desert of the Andes. This area is the home of the Incas and Mayans, innovative and advanced cultures. It is also a place where the influences of the indigenous peoples are mixed with Spanish, Portuguese, and African people. Any type of treatment could be developed with a Central or South American concept.

(continued on page 323)

TABLE 15-2 Themes, Smell-Scapes, Accents, and Associations^a (continued)

THEME	SMELL-SCAPE	ACCENTS OR ASSOCIATIONS
Egyptian	Chamomile, cumin, frankincense, calendula, sweet marjoram, myrrh, rose, spikenard,	Culture, beauty, innovation, preservation, timelessness, abundance; the Egyptians had an advanced understanding of aromatic plants and how to use them for beauty, spiritual connection, and preservation of tissue. Other associations include gods and goddesses, lotus flowers, art, and any treatments aimed at renewal.
Earth element	Earthy aromas, musky aromas, woody aromas, green aromas	Home, survival, the mother, solid and steadfast, heavy, weighty, core, true self, stone massage, clay, mud, peat treatments, natural elements cocoons
Air element	Citrus oils, oils with a light or fresh aroma, oils with a powdery aroma	Breath, mental processes, communication, wisdom, understanding, wit, light treatments, dry treatments, treatments that include movement
Fire element	Spicy oils, carnation absolute, atlas cedarwood, cinnamon, clove, frankincense, myrrh, neroli, rosemary	Passion, creativity, transformation, purification, death and rebirth, truth, spicy foods, lemon and ginger tea, detoxification treatments, hot stone massage
Water element	Camphor, chamomile, eucalyptus, gardenia, helichrysum, jasmine, lemon, geranium, sandalwood, vanilla, ylang ylang	Emotion, intuition, the female, the flow of life, rebirth, subconscious, inner clarity, receptivity to new ideas, hydrotherapy treatments, seaweed

^aAssociations with different themes, words, ideas, or places are subjective and should not be taken as fact. This table is meant to provide one example of ways to investigate themes during treatment design. It is meant to remind therapists to have fun and explore ideas before settling on one way of working. The treatments indicated under some of the associations are just suggestions and should not limit the therapist in any way. For example, there is no reason that a treatment inspired by winter could not be paired with a buff and bronze treatment. Perhaps, the whole idea of the treatment is to invoke summer in the midst of cold and snow (i.e., "Missing the Sun? Our Buff and Bronze treatment will leave you relaxed and feeling sunny. . ."). Table 7-4 in Chapter 7 (Introduction to Aromatherapy for Spa) provides lists of oils in basic scent categories and should be used in combination with the smell-scapes provided here.

invigorating and cooling grapefruit scrub. This will cool the client, contribute to the treatment goals, and give a pleasing textural variation.

One of the problems with the delivery of spa services in a wet room is that the area is often completely covered in tiles and feels cold. Vichy showers can splash on a client's face if the Plexiglas face guard is not adjusted properly, and sometimes, the first blast of the water from the showerheads will be jolting. All of these things affect the pleasure of the experience, so therapists must plan the treatment carefully to minimize these disruptions.

What Will the Client Hear?

When planning a treatment, the auditory environment is also important to consider. The wrong sort of music is likely to be disturbing and irritating to the client. Most therapists have probably encountered spa or massage music that is downright alarming. One on the market features wolves howling incessantly in every song. It would be difficult for a client to relax if he or she felt like prey!

The right music can evoke strong feelings and enhance the service. In the treatment inspired by the Eshira tribe from Gabon (the Night Ceremonies treatment), the music is a central and pivotal element. The treatment begins with a massage choreographed to African music. As the music changes into rain forest sounds, the treatment also moves on to the body polish section, a new tactile experience. When the music changes back to an African rhythm, the treatment moves with it, and the body is massaged again. Pairing music with specific massage strokes and product

applications creates a powerful and evocative service. This is spa theater!

There is no need to feel restricted about the types of music that you play. The music does not have to be of the minimalist and often chime-ridden background spa variety. Instead, it should always be chosen to fit the mood of the treatment. An example is a buff and bronze treatment that is delivered at a beachfront spa in New Jersey. The spa has a funky style of décor, treatment names, and staff attire. Instead of regular spa music, the therapists play the Beach Boys during the service. This is a perfect and creative complement to an autotanning service and encourages clients to take pleasure in the fun of the moment.

What Will the Client See?

The visual texture of the treatment is probably the most difficult aspect to achieve because it requires that the décor of the treatment room is changed to match the services being offered. Sometimes, all of the treatments can be carried out in rooms with a common décor style as in an ayurvedic spa, which would use cultural flourishes from India, or a desert spa that uses Native American designs. The form of visual texture used will usually depend on the therapist's skill and attention to details, such as flowers floating in the foot soak basin or tucked into the fold of the linens on the treatment table, decorative Japanese lanterns lit for an Eastern-inspired treatment, or the splash of a brightly colored throw for a treatment inspired by summer. At the very least, the treatment room should be clean and organized with the spa products attractively displayed on the work table.

What Will the Client Taste?

The Bantu tribe (the tribe of people who inspired the Eshira Night Ceremonies treatment) believes that handing food between two people creates a “clanship of porridge.” Food is celebratory. Children commemorate their birthday with ice cream parties, cake is eaten at weddings, special friends are invited over for a meal, and the first threads of true love are often experienced over a romantic dinner. When carefully chosen food items are used in a spa treatment, an ancient subconscious message is sent to the client. As Ackerman³ writes in *A Natural History of the Senses*,

Our friends offer us food, drink. It is a symbolic act, a gesture that says: This food will nourish your body as I will nourish your soul. In hard times, or in the wild, it also says I will endanger my own life by parting with some of what I must consume to survive. Those desperate times may be ancient history, but the part of us forged in such trials accepts the token drink and piece of cheese, and is grateful.

With culturally inspired treatments, the use of a traditional food item helps to envelop the client in the world of the service. This might be as simple as a cup of green tea served from a Chinese tea set before an Eastern-inspired treatment or a complementary chocolate on Valentine’s Day or at the end of a couple’s massage. Similarly, the therapist could plan a sports drink to be served at the end of a sore muscle sports wrap. In the summer, the client can leave the seaweed treatment with a colorful Popsicle to remind them of the “at the beach” feel of the service. Still, it is important to keep it simple enough to be manageable but to hold in your mind the intention of the offering: to welcome; to nourish on a spiritual level; and to show care, thoughtfulness, and appreciation.

Enhancing Treatments

Enhancing treatments are accent pieces that add value to the service and make it feel special. They are not large enough to constitute a service on their own, but when added to the main treatment, they act as moments of particular radiance. In a basic massage, a therapist who pays attention to detail might add one or two enhancers. He or she might perhaps place a hot, steamy rosemary towel on the client’s back before beginning the back massage. The therapist may repeat this process with a hot, steamy rosemary towel on each foot before the foot massage and on the face before the face massage. This feels wonderful, smells wonderful, and is an unexpected treat. The steamy towel enhancer is simple enough not to cut into the client’s massage time but special enough to stand out in the client’s mind as a valuable part of the treatment. The simple addition of hot towel steams and aromatherapy mists to a treatment often increases client loyalty and may become so popular at a clinic that they are adopted as standard practice in every massage. Enhancers were described in detail in Chapter 4 (Your Spa Massage).

Small food items can be used to provide an accent to a treatment as was mentioned previously or to help smooth transitions from one section of a service to the next. It is sometimes necessary for the client to receive a service from one therapist and then move to a second therapist for the rest of the treatment. In such cases, the client can be moved to a chair in the treatment room and served with a small plate of simple appetizers while the first therapist makes sure that the second therapist is on schedule and ready to take over the client’s treatment. For long treatments, or for treatments that accelerate detoxification, a drink is as much a necessity as a nicety. The same is true for spa packages in which the client is undergoing a series of treatments. Some time must be planned for the client to stop, rest, and have a snack.

Non-spa-oriented activities can also be planned to accompany a service and enhance the treatment. In the discussion of the spa treatment concept, the idea of using a zodiac sign to inspire a treatment was described. A creative designer might arrange for the client to receive the horoscope printed on nice paper, rolled up, and tied with nice ribbon at the end of the service. In an upscale spa, the designer might pair sterling silver charms with treatments. Each treatment could have its own charm, which the client receives at the end of the service. These little extras are not strictly necessary but add to the overall experience of the client and the perception of the spa.

Transitions

Transitions are the moments between the steps of a treatment. There are small transitions such as the transition between the application of a product and its removal with hot towels and larger transitions such as the movement of the client from the treatment table to the Swiss shower. Transitions are the parts of the treatment that are the most likely to feel disjointed if they are not carefully planned. For example, if the removal of a product with hot towels has not been carefully planned, you may find that you have to walk over to the hot towel cabbi to get a towel out for the removal. A better option is to have some hot towels in a soda cooler that can be carried around the table with you during the service. This way, you simply reach down and grab a towel and then progress to the next step of the service.

One of the most difficult transitions in a dry room is the removal of plastic from underneath the client after a cocoon. First, the treatment product has to be removed quickly so that the client does not get cold. At the same time, the plastic sheeting that is under the client must be rolled up and removed. The messy product cannot be allowed to get onto the clean sheet that is under the plastic. This is not something that can be done smoothly without practice.

Another aspect of the transition to consider is the communication that needs to occur between the client and therapist. You should practice the language that you will use to move the client between the different steps of the

treatment. Clients are often in a deeply relaxed state and will become confused if you do not explain things clearly and concisely. This is important because poor communication can result in the need to have the client adjust his or her position on the treatment table. If clients are told exactly how to position themselves on the treatment table, it will save them from feeling that they have to move in one direction or another to accommodate the treatment.

Product Planning

Every product used in a spa treatment will need to be carefully chosen and evaluated for its suitability. To find spa products, you will probably do a search on the Internet and review spa supply websites. You might also visit other spas as part of your market research and find out what products they use. A number of spa suppliers can be found in the resources section at the back of the book.

Before ordering any product, it is a good idea to call the supplier and ask for an ingredient list if one is not readily available. Assess the ingredients and check the information on each provided in an ingredient dictionary such as the *Skin Care and Cosmetic Ingredients Dictionary* by Natalia Michalun.⁶ If the product is acceptable, it should be ordered in its smallest size (sometimes, a sample size can be ordered) and tested to ensure that it works well before large quantities are ordered.

A designer is often faced with the dilemma of not being able to find suitable spa product for the original treatments. In this case, he or she has to modify an existing product or make a new product in house. Both options can work but are not ideal because they require extra time and planning by the spa staff. More and more suppliers are offering base products that spas can modify to fit their needs. Some offer premade essential oil blends for quick smell-scapes. Although this is a positive move that allows for greater creativity in treatment design, spa suppliers often use a substandard aromatherapy product. You are advised to check your essential oil sources carefully or preferably buy your essential oils from an aromatherapy supplier selling therapeutic-grade oils instead.

Client Management

Good client management leads to good client retention, so client management activities should be built right into the plan for the individual service. The client's path through the clinic or spa must be premeditated, and every effort must be made to pamper the client from the moment he or she first contacts the spa. The receptionist must be friendly, upbeat, and knowledgeable. He or she needs to know all about each of the services that the spa offers, so he or she should have received each service on the treatment menu at least once. This way, he or she will be ready for any questions that the client may have about the treatment. The receptionist should also practice describing a treatment in a way that is

captivating yet clear and concise. If he or she describes a salt glow simply as a treatment in which “salt is rubbed on the body,” coaching is needed so that he or she can express the intention and feeling of the treatment more clearly.

The spa will need to plan what happens when a client walks through the door. How will the client be greeted? Some spas have a changing room with lockers for the client's belongings, where the clients can change into robes and slippers before beginning their treatments. Clients might be taken to a quiet room where they are served with herbal tea while their feet rest in foot soaks, and they fill out their health history forms. In a smaller clinic or spa, they might simply be given the necessary paperwork on a clipboard and asked to wait in the reception area. The main thing is that all clients should be treated warmly, professionally, and efficiently.

Pampering activities include offering a beverage while the client fills in paperwork, providing a snack during longer sessions, and allowing the client to relax at the end of a session instead of feeling pressured to get up and move on. Pampering might begin with a complementary foot soak or paraffin dip with every service. The treatment table should be warm and inviting with good-quality linens and special treats such as thick fleece padding and a heated gel face cradle lining. Warm packs, eye pillows, inviting scents, and relaxing lighting add to the sensation of luxury.

Once the treatment has started, the client should never be left alone. If the client is wrapped, receiving hydrotherapy, or sitting in a sauna or shower, the therapist should always be within earshot. To leave a client is not only unprofessional—it is dangerous. For this reason, you must be completely prepared for the session before it begins. The use of checklists for equipment and products will ensure that you are not hunting for the finishing lotion halfway through the treatment.

How the session ends is as important as the session itself and must be planned just as carefully. In one example, a client had a facial at a well-known and highly regarded spa that handled sales of the retail line and the process of paying for the service flawlessly. After the treatment, the client was taken to the spa shop where café tables were set up in a softly lit room. Spa products on glass shelves lined the café's exterior. Other clients sat enjoying herbal tea or lemonade and glancing through the spa's product brochures and fashion magazines. The client was offered a glass of lemonade with a small plate of bread, cheese, and fresh fruit and then handed a product brochure. After a few moments, an elegant young woman walked up and asked if the client had any questions. She addressed the client by name and informed her that her esthetician had mentioned that she had very sensitive skin and would respond well to a particular product. A sample was offered, and the line was so well described that instead of buying just the night cream, the client bought the whole sensitive skin care line. The purchase was placed in an attractive bag and a bill was brought to the table and presented in a leather folder (just as the bill would be presented at a

fine restaurant). The client put her credit card in the folder and enjoyed her magazine and lemonade while the elegant young woman took the credit card to the front desk for processing. The client left the spa having spent far more than she intended but very happy with the service.

Although most massage clinics and even many day spas will not have the space or staff available to handle the payment as described previously, there is much that can be learned from such an experience. How the spa presents the retail items available and how the staff handles the payment for the service in a way that is relaxing and elegant are very important. Having to stand in line to ask the receptionist a question about a particular product or waiting to pay for your service is not ideal. The spa must develop a clear plan for handling clients and communicate this plan to its staff. The staff should practice moving clients from the reception area, to the treatment room, and then to the retail area. Work out how to smooth the payment process. Some clinics stagger treatment room schedules so that they are 15 minutes apart. This way, the receptionist only has one client at a time to deal with. This seems an easy and workable option for most clinics or spas.

Retail Sales as Part of the Treatment

In Chapter 17 (You in the Spa Profession), retail sales are discussed as an important contribution to the financial stability of the spa business. Retail sales must be handled in such a way that they do not mar the relaxation experienced during the treatment. If a client feels pressured to buy something that he or she doesn't want or need, the whole spa experience will be ruined. Instead, sales of spa products should be built into the treatment itself so that it feels like a natural extension of the treatment and is not jarring.

To take advantage of retail opportunities during the course of a treatment, you must have a solid knowledge of the services and product lines offered by the spa, their benefits, and, most importantly, a commitment to hearing the needs of your clients. The products that you attempt to sell clients should be matched carefully to the treatment that the client is receiving and to the client's perceived needs. For example, a client visiting the spa for a slimming and contouring treatment will probably be interested in home care cellulite products that continue the results achieved by the spa treatment. A pregnant woman would probably not be interested in the home care cellulite cream, and you should not attempt to sell it to her. Clients will often express their needs while receiving a treatment. The attentive therapist can support the client's healing process by guiding him or her toward products or services that will meet these needs. For example,

- While providing a massage to a client, the therapist learns that the client loves essential oils and would like some custom blending. The therapist suggests that the client visits the resident aromatherapist who will create the blends that he or she needs. The therapist also shows

the client the line of essential oils and home care blends that the clinic provides and helps the client to make an informed purchase.

- At the end of a buff and bronze treatment, the treatment designer has built in time for the therapist to show the client bronzing home care products and to offer tips on getting a good result at home.
- During a massage, a client expresses doubt that seaweed has any benefits for the body or skin. The knowledgeable therapist outlines some of the research that has been done on the benefits of seaweed and introduces the client to a sea soak product offered for home care in the clinic gift shop. The therapist also shares his or her experience in receiving the seaweed wrap offered at the clinic and encourages the client to give it a try.
- A massage therapist learns that a client is often sore from working out. The soreness passes after 2 or 3 days but interferes with the client's other activities. The therapist recommends a home care soaking product offered in the spa gift shop that is specifically designed for sore muscles.
- During a foot treatment, the client mentions to the therapist that it is her husband's birthday and that she has run out of gift ideas. The therapist mentions that the hot stone massage offered at the spa is a big favorite with men and that gift certificates are available at the front desk.

In each of these examples, clients were given the time and attention necessary to help them make informed decisions about the purchases of products or services. The therapist also increased his or her income by receiving a commission on the sales of products or services.

The most important point is that advice should be offered that is directly linked to the client's needs. This advice should be offered in a professional manner without any pressure so that the mood of the treatment session is not disturbed. The retail process should feel like a natural extension to the treatment itself.

Treatment Planning Forms

Once you have considered all of these areas, you are ready to formalize your ideas and begin the planning process. The treatment planning form and the example treatment that follows will help you to get started. A blank form is provided in the appendix section at the back of the book. It is best to start with too many ideas and narrow them down in the later stages of development. The first planning form should be used in a brainstorming session, and then the second form is worked through to streamline your ideas. The next step is to try to deliver the treatment itself. Complications during delivery will lead to changes in the treatment and a third copy of the planning form. The final planning form can be added to your spa's operations manual as a guide for staff (Figs. 15-1 and 15-2).

(text continues on page 330)

TREATMENT PLANNING FORM (with directions)

TREATMENT NAME: Sometimes the treatment will start with a catchy name and sometimes the name will come later in the planning process		
THE SPA'S OVERALL CONCEPT What is the spa's main focus? Is it relaxation? Is it spiritual? Is it health and fitness? Is it skin care and beauty?	THE SPA'S PRIMARY STRENGTH Describe the spa's primary strength. For example, the spa may focus on reflexology and its primary strength may be foot treatments.	THE TREATMENT INSPIRATION Describe the source you used to inspire the treatment and determine the treatment concept.
THE TREATMENT CONCEPT Very briefly describe the overall concept of the treatment.	PROMOTIONAL DESCRIPTION Describe this treatment as you would in the menu. New ideas for a treatment often come when the promotional language is developed.	
TREATMENT GOALS List three to six goals for the treatment. Are the goals physiological, psychological, or both?	INDICATIONS List three to six situations for which this treatment would be indicated.	CONTRAINDICATIONS List three to six situations for which this treatment would be contraindicated.
CORE TREATMENTS List the core treatments (focus points) that will take place during this service. There may be one focus point or many depending on the size and scope of the service.	ENHANCERS/EXTRAS List the enhancers and extras that will be used to round out or accent elements of the treatment.	RETAIL OPPORTUNITIES List retail items or opportunities that could be paired with this service.
TEXTURAL ELEMENTS		
SMELL-SCAPE List the scent combinations that will be used to create olfactory texture for the treatment.	MUSIC/SOUND List the music or sounds that will be used to add auditory texture to this treatment.	VISUAL ELEMENTS List any special visual elements that will be used to enhance this treatment.
SUPPLIES AND EQUIPMENT		
PRODUCT CHOICES List the products that will be used for the treatment and any modifications that must be made.		SPECIAL EQUIPMENT List the special equipment that will be required to deliver this treatment.
TREATMENT/TRANSITION/CLIENT MANAGEMENT STEPS List the treatment steps, transition steps, and client management steps required in the delivery of this treatment.		NOTES Make notes as new ideas occur to you.

COMMENTS: The therapist uses the comments section to briefly describe how the first or second run-through went. These comments will be read directly before the second or third run-through so that improvements can be made to the treatment.

FIGURE 15-1 Treatment planning form with directions.

TREATMENT PLANNING FORM (example)

TREATMENT NAME: IKEBANA FLOWERS RITUAL		
THE SPA'S OVERALL CONCEPT Eastern bodywork and spiritual practices. To date, the spa has not focused on indulgence, slimming, or a relaxation treatment.	THE SPA'S PRIMARY STRENGTH Japanese stone massage and a reputation for exceptional bodywork. Even though this is the spa's strength, the focus with this treatment is to find greater balance in the service menu by adding a relaxation and slimming treatment.	THE TREATMENT INSPIRATION Ikebana is the art of Japanese flower arranging (history dates back 7 centuries). In Ikebana, the main aim is to use as few stems and leaves as possible in composing elegant contours that highlight the flower's beauty.
THE TREATMENT CONCEPT A flower ritual to achieve relaxation, contour, elegance, and harmony.	PROMOTIONAL DESCRIPTION Inspired by the centuries-old art of Japanese flower arranging, this treatment strives to realize beauty, gracefulness of body, and inner harmony. These ideas are achieved through a massage with fragrant oil, an elegant body polish, and alabaster clay and rose petal mask. Warm Japanese river stones applied to areas of tension complete this flowers ritual, leaving tranquility, perfection of form, and radiance as its result.	
TREATMENT GOALS Increase relaxation and inner peace, firm and contour the body's shape, gentle detoxification	INDICATIONS Stress and feelings of disharmony, to feel beautiful and refreshed	CONTRAINDICATIONS Broken or inflamed skin, conditions contraindicated for massage
CORE TREATMENTS Massage and full-body polish, kaolin and rose petal mask of the back and breasts, hot stone face massage	ENHANCERS/EXTRAS Flower-filled foot soak, hot stones placed on the body during the mask phase of the treatment	RETAIL OPPORTUNITIES Sell the Ikebana body polish products (unmodified) as a skin-smoothing trio
TEXTURAL ELEMENTS		
SMELL-SCAPE Single floral scents such as jasmine, rose narcissus, and neroli balanced by Eastern spices such as ginger and turmeric with lemongrass accents.	MUSIC/SOUND Simple Japanese flute music will be played very softly throughout the treatment. Chimes will sound once at the beginning of the treatment and once at the end of the treatment.	VISUAL ELEMENTS The treatment room will be lit with Japanese lamps and small candles. The client will enter and see the foot soak prepared with flowers floating on the top of the water. A single flower will be placed on the treatment table.
SUPPLIES AND EQUIPMENT		
PRODUCT CHOICES Body polish: Bamboo and lemongrass body polish modified with a hint of jasmine absolute to introduce the flower theme. Green tea body wash modified with ginger, rose, and mandarin essential oils. Seaweed-based finishing gel modified with a few drops of narcissus and mandarin. Massage: Warm sesame oil with a few drops of neroli and sweet orange essential oil for the face massage. The massage oil for the body will also include turmeric to add a spicy base note. Kaolin clay, green tea infused water, and ground rose petal mask; this will need to be created in house because it could not be adapted from an existing product.		SPECIAL EQUIPMENT Hot stones and heating unit Bamboo and rattan table to hold products A large Japanese bowl would be ideal for the foot soak. It would be nice if the client could wear a kimono instead of a robe during the foot soak.

FIGURE 15-2 Treatment planning form sample. (continued)

TREATMENT/TRANSITION/CLIENT MANAGEMENT STEPS	NOTES
<p>1. Greet the client and take him or her to the treatment room. Instruct the client to change into the kimono and slip his or her feet into the flower foot soak. Pour the client a cup of green tea from a Japanese tea set sitting on a small rattan table next to the client's chair. While the client relaxes, conduct the intake interview and describe the treatment to the client. Highlight the Ikebana body polish trio, describe the product benefits, and mention that they are carried for home use in the spa gift store.</p>	<p>*Get a Japanese tea set for the foot soak.</p>
<p>2. Exfoliate the client's feet while they are in the foot soak. Remove the feet from the soak and dry the feet. Explain to the client how he or she should position on the treatment table. Leave the room and collect the hot towels needed for the treatment.</p>	<p>*The mask dried out before it could be applied. It cannot be mixed up and kept warm before the treatment. Hot water will need to be mixed into the mask directly before it is applied.</p>
<p>3. Return and bolster the client. Place a warm pack on the client's feet and place one hand on the sacrum and one hand at the top of the spine. Ask the client to take three deep breaths. Remove the hands from the client's back and ring the chimes once to signify the start of the treatment.</p>	<p>*Add lemongrass to the hot towels to add more olfactory texture.</p>
<p>4. Treat each body area with the following series of steps: 1) Massage the area with the warm sesame or essential oil combination using long, flowing strokes. 2) Apply a small amount of cleanser to the hands and work into lather with hot water. Apply this to the client's body area with long strokes. 3) Apply the body polish directly over the body wash without removing the wash (to save laundry and time). 4) Remove both with a hot towel. When each of these steps has been completed on the posterior body, turn the client into the supine position. Rebolster the client and repeat the massage and exfoliation steps on the anterior body.</p>	<p>*Mixing the mask took too long, and the practice client opened her eyes and looked at me to see what I was doing. I need to find a way to smooth that transition. I will try a hot, steamy towel placed on the face during the second practice run.</p>
<p>5. Mix the clay and rose petal mask. Remove eight hot back stones from the heating unit. Remove the bolster and ask the client to sit up (give the client a glass of spring water to drink to cover this transition). Place hot stones under the client and cover him or her with a bath towel. Place a piece of body wrap plastic over the bath towel. These two steps must happen very quickly or else the transition takes too long. Place plastic gloves on both hands and apply the clay mask to the client's back in a thick layer using one hand. Remove the dirty glove and ask the client to lie back down. Check that the position of the stones is comfortable. Remove and place them in the client's hands.</p>	<p>*Problem: The towels have lemongrass on them, and the lemongrass might irritate the client's facial skin. Try using only 1 drop of lemongrass placed in the bottom of the soda cooler to decrease a chance of irritation.</p>
<p>6. Apply a thick layer of clay to the upper chest, breasts (optional), and belly of the client with the other hand, which is still gloved. Remove the glove and cover the mask with a piece of plastic sheeting followed by a bath towel. Remove five large placement stones and two palm stones from the heating unit and place them on the belly, anterior chakra points, and the bilateral origins of the pec minor muscles. Oil the palm stones and place them in the client's hands.</p>	
<p>7. Remove eight small stones from the heating unit and sit at the top of the table. Use the stones in a face and neck massage (20 minutes) with the warm aromatic sesame oil. At the end of the face massage, remove the excess oil with facial toner and cover the face with a cool towel. Mist high over the client's face with a rose and mandarin spritz blend.</p>	<p>*The spinal layout stones were placed too high on the first run-through. They interfered with the neck massage. Use six stones instead of eight and end the layout at the bottom of the rhomboid muscles.</p>
<p>8. Remove the stones from the anterior body and use the plastic body wrap to pull some of the clay off the client. Remove the rest of the clay with hot towels. Apply the seaweed finishing gel to the belly, around the breasts, and upper chest. Cover the client and apply finishing gel to the arms and hands. Undrape each anterior leg and apply the gel to the legs. Standing on one side of the client, gently (but quickly) remove the stones from under the client by reaching the hands under the towel and pulling the stones out the sides. Repeat on the other side of the client. Unbolster the client and ask him or her to turn over. Rebolster the client.</p>	<p>*Problem: If the client is very large, the therapist will not be able to get the stones out from underneath him or her.</p>
<p>9. Apply finishing gel to the posterior legs and back with soothing massage strokes. Redrape the back and place a hand on the sacrum and a hand at the top of the spine. Ask the client to take three deep breaths. Ring the chimes once to signify the end of the treatment. Unbolster the client and tell him or her to take as much time as needed to get up from the treatment table. Wait for the client outside the treatment room.</p>	
<p>10. Escort the client to the reception area and offer a glass of water. Check to see how the client feels after the treatment. Inform the client of any areas of tension you found during the massage, or of skin care or body products that might specifically suit the client's needs. Show the client to the spa gift shop if appropriate. Process the client's payment and invite him or her to return.</p>	

COMMENTS: After the first run-through of the treatment, I have identified the areas that need improvement. The main concern is the transition from the massage (the climax of the treatment) to the removal of both the stones and the clay. The practice client commented that the removal of the anterior stones and clay was fine but that it felt strange to her that I reached under her to remove the spinal layout stones. We agreed that it would have been odd to sit her up for a second time to remove the stones. She felt that the initial warmth of the spinal layout was very enjoyable and that she wouldn't remove that part of the treatment even though the transition is a bit awkward. The practice client also commented that she enjoyed all the scents used in the treatment but was disappointed when she found out that the retail products were not scented in the same way as the treatment products. This is a bit of a problem because I could not find products that fit my flower rituals theme and feel that I need to modify the product to make it work. Perhaps some other retail tie-in could be created.

FIGURE 15-2 (continued)

Considerations When Pricing Services

Part of the development process is deciding what to charge for a treatment. This can be a fairly complex process. In general, you will want to consider your surroundings first. A full-service day spa with elegant décor and extra support staff can simply charge more than a small massage clinic for the same service. You should also check what competitors with similar facilities are charging and charge similar amounts for your services. When a massage clinic adds spa treatments to its massage menu, it is recommended that spa treatments are priced at about \$25 to \$40 more than the rate charged for the same amount of massage time. If a 1-hour massage is \$50, a 1-hour spa treatment will cost between \$75 and \$90. The exact difference should be determined by the cost of the products used to deliver the treatment and by the prices offered by the competition for similar treatments. Salt glows can cost as little as \$2 to deliver, whereas a Parafango treatment can cost as much as \$12 to \$15. The product cost will have to be factored into the final cost of the treatment. Figure 15-3 shows an example of how to determine the cost of delivering a treatment. This information will help you to price the treatments and make accurate budget projections.

The Signature Spa Treatment

A **signature spa treatment** is a special service that is exclusive to the spa where it is being offered. It is developed to highlight the spa's unique features and particular strengths. For example, some spas will have access to a local product that has healing associations (e.g., a special botanical ingredient, local mud). The use of this product in a treatment will become the spa's "signature." A spa in a desert setting may offer a cactus syrup wrap using syrup that is produced from the cacti that grow in the region. If the spa uses a local healing mud, it will probably base its signature treatment on the use of this special mud. It may also remind its clients that this type of mud application is not available anywhere else. In Seattle, a center of coffee culture and the home of Starbucks, there is a coffee shop on almost every street corner. A number of spas in Seattle developed signature treatments based on coffee to reflect this local interest. These coffee treatments appealed to Seattleites' sense of humor and also just happened to be firming for the skin.

The Golden Door Spa in California has a unique and beautiful custom-made labyrinth designed to create a calming and spiritual environment (Fig. 15-4).⁷ A labyrinth is a purposeful but meandering path that leads the walker from the edge of the circle to the center of the circle and then back to the edge again. The Golden Door labyrinth consists of a smooth stone path inlaid against the

textured surface of a circle. Set in a natural environment of trees and grass, the labyrinth is lit at night by candles arranged around its edge. This labyrinth was inspired by historical labyrinths that were used to focus the mind and create inner peace. Even though the labyrinth is not an actual body treatment, it could still be considered a special signature service.

A good signature treatment will capture the overall philosophy of the spa's or clinic's approach to health and well-being. Spas sometimes call their special treatments "rituals" because the treatment consists of a series of carefully considered actions performed in a specific order. Signature rituals tend to combine core treatments (wrap, polish, massage, etc.) with enhancing add-ons such as paraffin dips, hydrotherapy soaks, foot baths, saunas, and steam baths or mini facials. In a standard emollient wrap, the client receives just the wrap and perhaps some small enhancers such as an herbal eye pillow or face massage to round the session off. In a signature ritual, the body wrap is just one part of a more complex service. The client might start in the sauna, receive a body polish, enjoy the emollient wrap, finish with a massage or facial, and end in the meditation room. In many ways, a signature treatment is like a spa package in that it combines a number of different treatments in a single session.

In addition to the unique treatments offered by individual spas, some spas offer signature treatments that are based on a particular product line. Cosmetic companies often create body and facial treatments based on their own skin care products (e.g., Aveda, Decleor). They then provide training to spas on the benefits of their product line and how to use the products in specially designed treatments. Spas offering signature treatments using these products effectively act as marketing agents for the company by introducing the public to the skin care line and increasing retail sales of the product.

A signature treatment is a marketing tool to identify what the spa does best for clients. All establishments from the small local spa to the larger deluxe day spas, resorts, and international spas can benefit from introducing a signature treatment. This is why the spa's main concept should be carefully considered when developing a signature service. For example, a spa whose motto is "the ultimate desert retreat" will not want its signature treatment to be named "the alpine forest escape." It seems simple, but a search on the Internet will show that a lot of spas have missed this point. This may be because these spas want to do something really different, but they should instead be focusing on their strengths and doing what they are especially good at. A massage clinic that specializes in automobile injury treatment may offer a number of rehabilitation-oriented spa services. Perhaps, they normally offer a detoxifying herbal body wrap, a balancing aromatherapy wrap, eucalyptus steams, cryogenic sore muscle wraps, and reflexology foot spa treatments. Such a clinic wouldn't

STEP 1: Determine a General cost of Overheads

A general cost of overheads can be approximated by adding up all of the costs of running the business each month and then dividing it by the average number of treatments offered or, even better, the number of treatment hours delivered in a month. This will tell you what it costs (in terms of overheads) to deliver a treatment. This amount will vary based on how many actual treatments were delivered in a particular month because some of the running costs will be fixed.

Item	Approximate cost per month
Laundry	\$400
Office costs (Internet, office supplies, phone, etc.)	\$700
Receptionist(s)	\$2880
Rent and utilities (the monthly cost to rent space, electricity, water, etc.)	\$1500
Marketing and promotion	\$1000
TOTAL	\$6480/1440 treatments = \$4.50 per treatment

STEP 2: Determine the Product Cost for the Treatment

To determine the product cost for the treatment, the therapist must calculate a unit price for the product and how many units of each product will be required to deliver the treatment. Please note that the prices listed here are approximate and do not represent an industry standard or norm.

Product/Item	Bulk Price	÷	Bulk Quantity	=	Unit Price	X	Product Quantity	TOTAL
Exfoliation product	\$32.00		16 oz		\$2.00 per oz		1 oz	\$2.00
Gel seaweed	\$100.00		1 gal (128 fl oz)		\$0.78		5 oz	\$3.90
Cosmetic sponges	\$25.00		100 per pack		\$0.25		2 sponges	\$0.50
Plastic body wrap	\$129.00		600 feet		\$0.21 per foot		6 feet	\$1.26
Skin toner	\$28.00		16 oz		\$1.75		0.5 oz	\$0.87
Moisture lotion	\$98.00		1 gal (128 fl oz)		\$1.30 per oz		2 oz	\$2.60
Cellulite cream	\$20.00		8 oz		\$2.50 per oz		0.25 oz	\$0.62
Lavender essential oil (added to moisture lotion)	\$27.00		6 mL (1 mL = approx 20 drops)		\$4.50 per mL = \$0.22 per drop		7 drops	\$1.54
Rosemary essential oil (added to moisture lotion)	\$19.00		6 mL		\$3.16 per mL = \$0.16 per drop		2 drops	\$0.32
								\$13.61

STEP 3: Determine the Total Cost of Delivering the Treatment

Add in the compensation amount to the therapist to determine the total cost to deliver the service.

Item	Cost
Overhead	\$4.50
Product cost	\$13.61
Compensation to therapist (arbitrary amount that does not reflect an industry standard)	\$30.00
TOTAL	\$48.11

The spa should charge at least \$95.00 for this service

FIGURE 15-3 The cost to deliver a spa treatment.



FIGURE 15-4 The labyrinth at the Golden Door Spa in California.

want to offer a cellulite treatment for its signature service. This wouldn't appeal to this spa's existing clients, and it would take the focus off what it does best—rehabilitation. Instead, this spa's signature treatment could be a European fango treatment for arthritis or a Parafango treatment for chronic pain conditions and fibromyalgia. Similarly, a salon that is well known for its skin care and esthetics treatments will not want to highlight a treatment for the muscular system.

As you contemplate your overall spa program, think about your personal strengths and the way they are reflected in your treatments and start brainstorming a list of possible signature treatments ideas. Alternately, review the treatments you already have planned. Maybe one stands out as a particular favorite. You may already have your signature designed!

SPA FUSION INTEGRATION OF SKILLS



STUDY TIP: LEARN FROM YOUR TREATMENTS

As a spa student, you may believe that you are a long way away from developing a signature spa service for your clinic or spa. You still have to graduate, pass the national exam, and submit paperwork for your license. Still, the amount of information you learn from developing your signature spa service now, working through it, and refining it, trying out multiple products and sessions steps is invaluable. Everything you have learned in your training thus far comes together and integrates in your signature spa treatment. Don't wait. Plan this service now, have fun, and learn from it!

CHAPTER WRAP-UP

Treatment planning is required for every service that is delivered at a spa or a massage clinic. Even basic services such as salt glows require careful consideration. The therapeutic goals of the treatment must be matched to appropriate spa products. The best application method, enhancers, and product removal techniques you use will be chosen based on the facility's restrictions or its particular strengths. The environment created in the treatment room, the sights, sounds, and smells that the client experiences and the way a client

is managed during the treatment all require thought. If the treatment is the spa's signature service, it must be clearly developed to express the spa's overall philosophy and approach to health and well-being.

REVIEW QUESTIONS

Multiple Choice

1. A good signature treatment will:
 - a. Be exclusive to the spa at which it is offered
 - b. Highlight a spa's unique features and particular strengths
 - c. Promote a line of products or draw attention to a particular amenity
 - d. All of the above

2. A spa ritual is best defined as a:
 - a. Series of carefully considered actions that are performed in a precise order to lead to a specific state of being
 - b. Treatment designed from accepted Eastern practices
 - c. Treatment that must have a specific spiritual focus
 - d. Spa package that always includes hydrotherapy

SPA FUSION

INTEGRATION OF SKILLS (continued)



- 3.** When designing a signature treatment, the spa or massage clinic will want to:
- a.** Focus on doing something really different to “shake up” its current clientele
 - b.** Focus on using a widely known skin care product because skin care signature treatments sell better than any other type
 - c.** Focus on a treatment that highlights the spa or clinic’s particular strengths, using a treatment that expresses the facility’s philosophy of health and wellness
 - d.** Focus on opulence and price the treatment very high to generate a higher income clientele
- 4.** The treatment concept is:
- a.** Either skin care or body care oriented; it is rarely both
 - b.** Used only in the promotional descriptions of the treatment to the client and has no bearing on the product choices that will be made
 - c.** Must consider the therapeutic goals of the treatment and is used to promote retail sales
 - d.** An abstract idea that helps to coordinate all aspects of a treatment so that it conveys a particular feeling, philosophy, or mental picture to the client
- 5.** An enhancer is best defined as:
- a.** The finishing point in a treatment where the body is misted with an aromatherapy blend
 - b.** Accent pieces that are not large enough to constitute a service on their own but make the overall service special
 - c.** The middle section of a treatment where a paraffin dip, foot bath, or light snack is used to cover the transition to the next section of the treatment
 - d.** Any type of hydrotherapy treatment that is added onto a service

Matching

Match the smell-scape to the treatment concept.

Smell-Scape	_____	Treatment Concept
6. Grapefruit, rose	_____	A. Eastern
7. Juniper, fir needle	_____	B. Summer
8. Lavender, rosemary	_____	C. Alpine
9. Frankincense, sandalwood	_____	D. Botanical
10. Ginger, lemongrass	_____	E. Mystical

16

Your Spa Program and Menu of Services

Chapter Outline

Benefits and Drawbacks of Spa Body Treatments

Your Spa Philosophy

Your Life Mission

Creating Your Spa Program

Choosing Spa Treatments for Your Program

Balance Your Spa Program

Review Other Spa Programs

Design Individual Treatments

Write Detailed Treatment Guides

Refine Your Treatments

Your Spa Menu

Design

Writing Style

Essential Contents



SPA FUSION

INTEGRATION OF SKILLS

STUDY TIP: Spa Party

SPA INSPIRATION: Idea Folder

CHAPTER WRAP-UP

Key Terms

Back bar: Spa products that are usually sold in large-sized bottles versus the same product sold in smaller sizes to the client in the spa gift shop.

Characteristic: A distinguishing trait or quality that forms part of an individual's personality.

Mission statement: A statement of the purpose that guides the activity of a company, organization, or individual.

Skills: A learned ability to do something competently; a developed aptitude.

Spa menu: A document that lists the spa's contact details, hours of operation, location, and services.

Spa philosophy: The beliefs, ideals, and attitudes held by the spa in relationship to health, wellness, and beauty.

Spa program: A collection of bodywork services that reflect a spa's philosophy and are offered to the spa's clientele.

Talents: The natural endowments of a person such as a special (athletic, creative, mental, or artistic) aptitude.

Values: The relative worth or importance we place on something.

Although beautiful luxury surroundings and a full-service wet room can only enhance the spa experience, they are not strictly necessary when introducing spa treatments to an existing massage practice. You can add several spa body treatments with a minimum of equipment and start-up expense. Some clients actually avoid spas because they perceive them as too expensive or fussy. The spa-oriented massage clinic bridges the gap between the traditional massage clinic and a full-service spa and directly appeals to the spa-shy client. This chapter supports massage therapists as they develop a spa program and menu of services based on their life missions and personal spa philosophies.

Benefits and Drawbacks of Spa Body Treatments

There are not only many benefits to adding spa treatments to your business model but also some potential drawbacks. It is important to consider all aspects of your business before you invest in additional spa equipment. Let's explore the many ways that therapists and clients benefit when a massage practice adds spa treatments.

- **Clients have options:** As you build a clientele at your massage practice, your clients will come to know you, respect you, and trust you. They may be very interested in spa treatments but not want to venture to the big, intimidating, expensive spa down the road. They know and like you. When you offer clients options such as a salt glow, body wrap, foot treatment, or hot stone massage, they have the opportunity to venture into new bodywork realms in the safety and comfort of a familiar space with a familiar therapist.
 - **Complementary benefits:** Many products support the benefits and effects of massage and combine with massage to treat sports injury, repetitive stress injuries, and chronic conditions. Products such as seaweed and mud have a long history of therapeutic use in Europe due to their anti-inflammatory, antiarthritic, and pain-relieving qualities. Fibromyalgia responds well to seaweed application, whereas essential oils have strong immune-boosting properties, and muds high in sulfur are pain relieving. A wide variety of products and spa applications support the benefits and effects of massage to reduce stress, relax, and revitalize the body.
 - **Save your hands:** Adding spa treatments to a massage practice also helps you protect your hands and body from repetitive stress because many spa treatments are less taxing to deliver than a full-body massage. You can offer more sessions in a day and increase your income with less effort.
 - **Higher price point:** Clients tend to be willing to pay more for spa body treatments or sessions that include the use of products than for a massage during the same amount of treatment time. You can offer the same number of treatment hours and make more per hour offering spa body treatments.
 - **Retail opportunities:** Clients often like the aromas and textures of products used during their spa services. It is easy to find unique product upsells for spa treatments. For example, if your client enjoys the smell of your citrus salt glow, remind her that she can purchase the same product to use at home from your gift shop. If you learn to sell retail products effectively, it can become a significant income stream for your massage practice.
 - **Creative outlet:** Spa treatments are fun to develop and deliver. They provide you with a creative outlet that helps to alleviate burnout and boredom from delivering massage sessions over and over again during a busy work week.
- Although the benefits of adding spa body treatments are numerous, there are some downsides you should consider before you purchase additional equipment.
- **Setup and cleanup:** Spa treatments require more setup and cleanup time than massage sessions. You should plan additional time in between clients to prepare or change over the treatment room either before or after a spa session. If you employ other therapists, you will need to consider how your employees are compensated for setup and cleanup time.
 - **Laundry:** If you are using hot towels to remove product from clients during spa treatments, you can plan on having lots of laundry to do at the end of a busy day. Most spa treatments require around 10 hand towels and 2 bath towels at a minimum. In a normal washer and dryer, this equals one load of laundry per client.
 - **Product inventory:** Spa products are usually sold in large-sized bottles (often referred to as the **back bar** to differentiate them from the same product sold in smaller sizes to the client). Although the cost of delivering a particular treatment may be relatively low (\$2 to \$14), the initial outlay for product can be high. Although many products can be stored for a long time without damage to their therapeutic value, other products must be used up before they become old or dry out. Think about the number of products you need for a particular spa treatment and consider treatments that require less product steps and fewer products first until you establish your business. You can always add more services later.
 - **Products with strong aromas:** Some spa products such as seaweed or *taila* (the medicated oils used in ayurveda) can have a strong aroma, which may be disturbing to the other clientele at your massage clinic. Often, clients will be intrigued by these unique scents and will ask questions that help to sell them the treatment at a later date.

Sometimes, they are put off by unfamiliar scents, and if they are very sensitive, they may take their business elsewhere. If this is a problem, consider offering spa treatments on a particular day of the week (spa Saturdays) or at specific times (spa lunches).

- **More therapist training:** Sometimes, spa treatments sell best to pairs of clients, either family members or friends. In this case, two treatments will need to be delivered at the same time, and sometimes, two sets of equipment will be required (i.e., two sets of massage stones and stone heating units). Obviously, two therapists who know how to perform the treatment will need to be scheduled at the same time, and they will have to deliver the treatment in a similar fashion. The last thing you want is for the clients to compare their treatments and find that one therapist was more accomplished than the other.

If you are uncertain about adding spa services to an existing massage practice, consider working 1 day a week at a day spa for a period of time to gain spa experience. As you work with different products and treatments during a busy day at the spa, you will develop a better understanding of what might work for you in your own practice.

Your Spa Philosophy

What fundamental beliefs do you hold about health, beauty, fitness, disease, and wellness? Do you believe in the therapeutic value of relaxation for everyone, do you want to focus on health care massage and condition management, or are you interested in beauty, style, and art? Do you want to work with everyone, with clients seeking to manage conditions such as fibromyalgia or osteoarthritis, or with fit people concerned with physical performance? Your beliefs will help you to develop your spa program and your spa menu and to work authentically with clients who want and need your particular spa services.

Your Life Mission

You need your spa bodywork practice to integrate closely with your personal life mission and the vision you hold for your business. Complete this activity to define your life mission, write a spa philosophy statement that resonates with your life mission, and use them to determine your goals for your spa program and menu.

As you contemplate your life mission, think about the activities that give your life purpose. Purpose could be described as the qualities we want to bring to our life and the way we orient ourselves to aspects of our life to create meaning. Our purpose finds expression through our dedication to personal goals; relationships to family, friends, colleagues, and clients; the satisfaction and fulfillment we find in our work; and the sense of connectedness we feel with nature and our communities.

A **mission statement** is usually understood as a statement of the purpose of a company or organization. The mission statement guides the actions of the organization, spells out its overall goal, provides a path, and guides decision making for the organizations leaders. It provides the framework or context within which the company's strategies are formulated. For example,

- Google's mission is to organize the world's information and make it universally accessible and useful.
- The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.
- Nike's mission is to bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.

Your goal is to write a personal mission statement that helps you clarify what has meaning and gives you a sense of purpose.

Writing a Personal Mission Statement

A good mission statement stands the test of time and the many changes that occur throughout life. It resonates even when you change your job, your family status, your living situation, or your life path. You want it to be broad enough to encompass all of the elements of your life—not just your career or your relationship. For example, if you write, “I want to be a teacher,” you are writing a goal. Goals are important, but they are usually too specific to serve as good mission statements. Instead, you might write, “My mission is to help other people learn.” This is broad enough to reflect all areas of your life from your career to your relationships with family and friends. To create a personal mission statement, complete each of these steps using the worksheets in For Your Exploration 16–1.

Step 1: Value List

Review the “Value List” and cross off **values** that don't resonate with your life. Put a check mark by values that you do hold and circle the values you hold most dear. If there are values you hold that do not occur on the list, add them in the spaces provided. Analyze the values you have circled and pick your top five values. Write them into the space provided on the “Mission Statement Worksheet.”

Step 2: Characteristics List

Review the “Characteristics List” and cross off **characteristics** that don't resonate with who you are now or who you want to be in the future. Place a check mark by characteristics that describe ways you want to grow and circle the characteristics that describe attributes of your personality that you value. If there are characteristics that you possess that are not on the list, add them in the spaces provided. Analyze the characteristics you have checked or circled and pick your top five characteristics. Write them into the space provided on the “Mission Statement Worksheet.”

FOR YOUR EXPLORATION 16-1

Write a Personal Mission Statement

Values List

Achievement	Established norms	Law	Relationship
Action	Excellence	Learning	Relaxation
Adventure	Excitement	Leisure	Religion
Affection	Expertise	Love	Responsibility
Appearance	Expression	Loyalty	Romance
Autonomy	Extroversion	Manners	Routine
Balance	Fairness	Marriage	Safety
Beauty	Fame	Materialism	Security
Career	Family	Meaningful work	Self-actualization
Challenge	Financial security	Money	Self-respect
Change	Free choice	Music	Serenity
Children	Free thinking	Nature	Sexual fulfillment
Civil rights	Free time	Nonviolence	Simplicity
Civility	Freedom	Order	Sincerity
Cleanliness	Friendship	Passion	Single life
Common sense	Frugality	Patriotism	Skill
Community	Generosity	Peace	Social change
Community service	Goals	Peace of mind	Social justice
Competition	Happiness	People	Social status
Conformity	Health	Perfection	Socializing
Congruency	Hobbies	Personal growth	Solitude
Conservation	Home	Philanthropy	Sophistication
Contribution	Honesty	Philosophy	Spirituality
Cooperation	Human dignity	Physical activity	Spontaneity
Courage	Human potential	Physical beauty	Stability
Creativity	Humility	Physical challenge	Status
Culture	Independence	Physical fitness	Success
Development	Inner harmony	Pleasure	Tradition
Discipline	Integrity	Political activism	Travel
Diversity	Intellectual challenge	Popularity	Truth
Earth	Intelligence	Possessions	Variety
Education	Intimacy	Potential	Wealth
Effectiveness	Introspection	Power	Work
Efficiency	Introversion	Privacy	Other values:
Effort	Intuition	Productivity	_____
Emotional expression	Involvement	Progress	_____
Emotional health	Joy	Purpose	_____
Environmental sustainability	Justice	Quality	_____
Equality	Knowledge	Recreation	_____

Characteristics List

Accepting	Bold	Committed	Creative
Active	Bright	Compassionate	Curious
Adaptable	Calm	Competent	Daring
Adventurous	Carefree	Competitive	Decisive
Affectionate	Careful	Confident	Deep
Altruistic	Caring	Congruent	Dependable
Ambitious	Charitable	Conscientious	Dignified
Assertive	Charming	Considerate	Diplomatic
Athletic	Charismatic	Consistent	Direct
Attractive	Cheerful	Cooperative	Discreet
Beautiful	Clever	Courageous	Discriminating

(continued on page 338)

FOR YOUR EXPLORATION 16-1

Write a Personal Mission Statement (continued)

Dominant	Honest	Patient	Skillful
Down-to-earth	Humble	Peaceable	Sociable
Eager	Idealistic	Perceptive	Spiritual
Easygoing	Imaginative	Perseverant	Spontaneous
Educated	Independent	Philosophical	Stable
Elegant	Industrious	Pleasant	Strong
Emotional	Inner-directed	Popular	Supportive
Empathic	Innovative	Powerful	Sweet
Energetic	Insightful	Practical	Sympathetic
Enterprising	Intelligent	Predictable	Tactful
Entertaining	Intuitive	Principled	Thoughtful
Enthusiastic	Judging	Proactive	Thrifty
Expressive	Kind	Productive	Tidy
Fair	Logical	Purposeful	Tolerant
Faithful	Loving	Quiet	Tough
Firm	Loyal	Rational	Trusting
Flexible	Mature	Realistic	Trustworthy
Focused	Mellow	Reasonable	Understanding
Forceful	Methodical	Reflective	Uninhibited
Forgiving	Mild	Relaxed	Unique
Forthright	Modest	Reliable	Versatile
Friendly	Moral	Reserved	Visionary
Frugal	Motivated	Resourceful	Warm
Fun-loving	Mysterious	Respectful	Wild
Generous	Natural	Responsible	Wise
Gentle	Neat	Secure	Witty
Genuine	Nice	Self-controlled	Other characteristics:
Goal-oriented	Nonjudgmental	Selfless	_____
Graceful	Open-minded	Self-reliant	_____
Grateful	Optimistic	Sensible	_____
Hardworking	Organized	Sensitive	_____
Healthy	Original	Serious	
Helpful	Outgoing	Sincere	

Skills and Talents List

Accuracy	Coaching	Detail orientation	Facilitating understanding
Acting	Cooking	Developing instructional materials	Finding new uses for things
Adapting to change	Comforting others	Developing models	Fixing things
Advising	Communication	Developing theories	Following directions
Analyzing problems	Computer literacy	Dexterity	Gardening
Art	Concentration/focus	Efficiency	Generating new ideas
Assessing resources	Coordinating projects/tasks	Empathizing with others	Giving positive feedback
Assessing situations/things	Counseling	Empowering others	Helping people
Baking	Craft work	Entertaining people	Homemaking
Bargain shopping	Creating clarity	Establishing order	Hunting/fishing
Brainstorming	Creating metaphors	Establishing rules	Identifying problems
Budgeting	Creating systems	Esthetic sensitivity	Implementing systems
Building things	Creative	Explaining things	Inspiring others
Caring for animals	Critiquing	Expressing feelings appropriately	Interpersonal skills
Caring for others	Customer service	Facilitating communication	Interventions
Carpentry	Dancing	Facilitating processes	Intuitive knowledge
Changing things	Decision making		Knowing and following protocol
Cleaning	Designing		

FOR YOUR EXPLORATION 16-1

Write a Personal Mission Statement (continued)

Leadership	Parenting	Seeing connections	Training
Learning new skills	Persisting	Seeing possibilities	Understanding complicated ideas
Listening	Persuading	Seeing the big picture	Versatility
Maintaining systems	Physical agility	Selling	Vision
Making bridges between theory and practice	Physical stamina	Sensitive awareness of the feelings of others	Woodworking
Making connections	Physical strength	Serving others	Working independently
Making decisions	Planning	Setting up systems	Working on a team
Managing crises	Poetry	Sewing	Working with your hands
Managing multiple tasks	Precision	Singing	Working with machinery
Managing people	Problem solving	Spatial relations	Working with numbers and formulas
Manual labor	Promoting a positive environment	Speaking	Working with tools
Mechanically inclined	Psychic	Sports	Working with children
Meeting deadlines	Putting people at ease	Story telling	Working with the elderly
Meeting people easily	Public speaking	Straightening things up	Working with people
Mentoring	Quality control	Strategizing	Writing
Methodical analysis	Raising children	Supervising	Other skills and talents:
Motivating others	Repairing things	Synthesizing information	_____
Musical	Research	Teaching	_____
Needle crafts	Resolving conflicts	Team development	_____
Negotiating	Resourceful	Team work	
Observing accurately	Running meetings	Technology	
Organizational development	Science	Thinking quickly	
Organizing	Seeing all sides of an issue	Thoroughness	

Mission Statement Worksheet

1. Top 5 Values: _____
2. Top 5 Characteristics: _____
3. Top 5 Skills and Talents: _____

Mission Statement Templates

- To (what you want to achieve, do, or become) so that (reasons why it is important). I will do this by (specific behaviors or actions you can use to get there).
- I value (choose one to three values) because (reasons why these values are important to you). Accordingly, I will (what you can do to live by these values).
- To live each day with (choose one to three values or principles) so that (what living by these values will give you). I will do this by (specific behaviors you will use to live by these values).
- To appreciate and enjoy (things you want to appreciate and enjoy more) by (what you can do to appreciate/enjoy these things).
- To treasure above all else (most important things to you) by (what you can do to live your priorities).

Your First Draft Mission Statement:

Step 3: Skills and Talents List

Review the “Skills and Talents List” and cross off **skills** and **talents** that you don’t possess or that are not important to you. Place check marks by skills and talents that you would like to develop and circle the skills and talents you possess that you particularly value. If there are skills and talents that you possess that are not on the list, add them in the spaces provided. Analyze the skills and talents that you have

checked or circled and pick your top five. Write these skills and talents into the space provided on the “Mission Statement Worksheet.”

Step 4: Reflect

Review the “Mission Statement Worksheet” and reflect on the aspect of yourself that it illuminates. Set the worksheet aside for a moment and then pick it up again and pretend

FOR YOUR EXPLORATION 16-2

Sample Spa Philosophy Statements

- Pampering, Pleasure, and Perfect Skin
- Supporting Success—Maintaining Balance
- Ancient Wisdom—Modern Approaches
- A Haven from a Hectic Workplace
- Ultimate Beauty—Ultimate Luxury
- A Pure Body Is a Strong Body
- Jump-starting a Healthy Lifestyle
- Specialists in Helping the Athlete Achieve a Competitive Edge
- Rest, Reflection, Renewal
- Life Outdoors Leads to Inner Peace

that you are seeing a stranger's worksheet. What impression do you get of the person from the worksheet? Do you see any themes emerging? Does a purpose or mission begin to emerge as you consider your values, characteristics, and skills and talents together at the same time?

Step 5: Start Writing

Review the “Mission Statement Templates” (For Your Exploration 16-1) and use a template to craft a first draft mission statement. Your mission statement can be as long or as short as you like. Play with different versions until you have a statement that feels meaningful and inspiring when you say it out loud.

Step 6: Post It

Once you have written a personal mission statement, post it where you can see it every day. It's fun to create a collage with pictures and words that represent your mission. Frame your collage and hang as a work of art somewhere in your living space or workspace.

Step 7: Use Your Mission Statement to Write a Spa Philosophy Statement

Review the sample **spa philosophy** statements in For Your Exploration 16-2 and think about your life mission. Now, spend some time brainstorming spa philosophy statements that resonate with your life mission. Choose the one you like best and use it to guide your thinking as you determine your spa program and menu.

Creating Your Spa Program

You have weighed the pros and cons of adding spa treatments to your massage practice and you have thought about your life mission and how it integrates with your beliefs about beauty, health, wellness, and fitness. You have written a spa philosophy statement and determined that adding spa is right for your life and business. You are ready to design a **spa program**.

Choosing Spa Treatments for Your Program

As you choose spa treatments for your program, you need to consider your facility, your own interests and skills, if you have additional staff that can learn treatments, product and delivery costs, laundry, and the way in which all of your treatments hold together and reflect your spa philosophy.

Massage and Bodywork Treatments

As a massage or bodywork therapist, you probably already specialize in specific forms or styles of massage. Your menu might include Swedish or relaxation massage; “deep tissue” massage; neuromuscular therapy; pregnancy massage; and a culturally based system such as lomilomi, *abhyanga*, or Balinese massage, along with many others. The sample spa menu in Figure 16-6 shows how this type of massage program might be described in a basic menu of services. This type of massage and bodywork program is very common and offers clients a nice variety of choices.

You can also take a different approach as shown in this example. In this example, two different spa programs are compared and contrasted with menu entries that are written in a particular style that integrates a defined spa philosophy with a menu of bodywork offerings. For example, if your philosophy is “Ultimate Beauty—Ultimate Luxury,” you might not offer deep tissue massage or neuromuscular therapy (Fig. 16-1). Instead, your focus might be a number of enhanced and specialized Swedish massages described such as this in your spa menu:

At Two Towers Day Spa, we believe that ultimate beauty lies in our ability to relax deeply, embrace our daydreams, and believe in our right to experience luxury. These deeply satisfying massage sessions have been designed to include exceptional massage, a sole softening foot scrub, the application of paraffin to the hands, and a firming face massage amidst the splendor of natu-



FIGURE 16-1 Choosing bodywork systems for your spa program. If your spa philosophy is “Ultimate Beauty—Ultimate Luxury,” you might not offer deep tissue massage or neuromuscular therapy. Instead, your focus might be a number of enhanced and specialized Swedish massages.

ral essential oils and botanical skin care products. You have three choices. Choose *Sumptuous* if you want to be surrounded in the opulence of Turkish roses and deep powdery resins from the East. *Beautiful* explores the harmonies in combinations of citrus and floral aromas, whereas *Brilliance* is spicy and refreshing.

Contrast the Two Towers massage menu with a menu from a spa with the philosophy, “A Pure Body Is a Strong Body.” This menu highlights various forms of treatment-oriented massage and includes enhancers that support the natural detoxification processes of the body.

Pure Body offers a number of massage services aimed at supporting your physical strength and balance. Choose *Deep* if you want massage directed at the deeper muscular structures of your body to release tension and decrease areas of pain. *Reflect* is a full-body therapeutic session that aims to eliminate stress with long, firm, soothing strokes that allow you to relax completely into your body. *Clean* incorporates dry skin brushing to stimulate the natural detoxification mechanisms of the body and leave your energy invigorated, whereas *Breathe* combines massage with techniques that passively stretch your muscles to increase flexibility.

Take a moment to think about your spa philosophy and the types of clients you want to draw to your business. Brainstorm your massage and bodywork treatments by defining styles, names, and enhancing extras that appeal to you and will likely appeal to your clients.

Exfoliation Treatments

Exfoliation treatments are popular on spa menus especially when they are integrated with massage as in the treatments described in this book. Let’s look at some considerations for each of these exfoliation treatments that will help you choose what might be right for your business.

- **Skin brushing:** Skin brushing pairs easily with massage and makes a nice enhancing extra for massage sessions (Fig. 16–2). It stimulates natural detoxification processes of the body, so it works well in spas where the philosophy is jump-starting a diet, healthy life choices, or detoxification. Product costs are next to nothing as a pair of natural bristle dry skin brushes costs under \$20 a pair and can be reused after sanitation or given to the client and included in the treatment pricing.
- **Salt or sugar glows:** These exfoliation treatments use natural sea salt, cane sugar, or raw sugar and are easily paired with massage. They can be mixed up in a variety of natural or man-made products for application. They work well in spas that have an ecological or all-natural philosophy where clients seek out treatments that won’t expose them to man-made chemicals. Product costs are minimal, and the same treatment steps are easy to vary simply by changing the smell-scape as shown in the sample spa menu in Figure 16–6.



FIGURE 16-2 Skin brushing pairs easily with massage and makes a nice enhancing extra for massage sessions.

- **Body scrub treatments:** These treatments are vigorous and stimulating for the body and pair nicely with massage where the scrub step is applied after the massage step and removes lubricants left from the massage to leave the body feeling clean. They can be applied with any body wash product, making them easy to customize for a variety of treatment themes as explained in Chapter 15 (Treatment Design and Your Signature Spa Treatment).
- **Body polish treatments:** These exfoliation treatments work well for spas where beauty and skin care are the focus. The products for body polish treatments tend to be more expensive but usually come with matching retail options you can sell in your gift store. Before you opt for this option, examine the cost of treatments in a number of online spa catalogues and calculate the price you need to charge clients to make the investment in product worthwhile.

Take a moment to think about your spa philosophy and the types of clients you want to draw to your business. Brainstorm the types of exfoliation treatments you want to add to your business and capture styles, possible names, and interesting smell-scapes you want to explore.

Body Wrap Treatments

The body wrap treatments you choose should be based first on your facility. If you don’t have at least a standard shower, it won’t be practical to offer mud wraps or seaweed wraps (Fig. 16–3). These types of wraps are simply too messy and take too long to remove with hot towels. Gel-based seaweed is the exception because it is designed to be removed with hot towels. If your philosophy is focused on beauty, then seaweed is an important consideration because it cleanses, refines, and firms the skin; is useful in treatments that decrease the appearance of cellulite; and stimulates metabolism for slimming and detoxification sessions. If fitness is the focus, then spot treatments using



FIGURE 16-3 The body wrap treatments you choose for your business should be based first on your facility. If you don't have at least a standard shower, it won't be practical to offer mud wraps or seaweed wraps.

mud for sore muscles or overexertion from participation in a fitness event are a good choice. Sulfur muds leave muscles feeling relaxed and revitalized, whereas Moor mud is an excellent topical anti-inflammatory. If your program is focused on wellness using botanical products, then an herbal body wrap fits the picture. Review the hot sheet wrap and cocoon treatment outlines in Chapter 9 (Body Wraps) and review product considerations in Chapter 11 (Fangotherapy) and Chapter 12 (Thalassotherapy) as you think about your spa philosophy and brainstorm your spa program.

Foot Treatments

If you practice reflexology, then you will probably want to include a number of foot treatments on your spa menu (Fig. 16-4). In fact, one reflexologist created a full menu of 25 different foot services, all incorporating reflexology and different products. She became known in her community as the “happy feet lady.” Because her business was different from the spas and massage clinics in her area, she received a lot of media attention that kept a steady stream of new clients coming to her business curious about all the ways they might pamper their feet. Because of her special focus on feet, the clinic gift shop became the place to go for people looking for foot-oriented gifts or specialty foot care products.

Another foot massage business was located in a busy mall and owned by a team of two massage therapists and two nail technicians. A nail technician would start each foot service by cleansing the feet, trimming the nails, removing the cuticles, and filing the nails. A massage therapist would take over the service and provide a 35-minute massage and reflexology session and then apply a foot mask. The nail technician, who had started a second treatment with another client, would switch with the massage therapist and finish the service by removing the mask and applying polish to the toenails. The business only accepted walk-ins, and one



FIGURE 16-4 If you practice reflexology, then you will probably want to include a number of foot treatments on your spa menu.

team could manage three treatments at a time keeping all four therapists busy all day.

Although these unique business models offer some interesting opportunities for exploration, most spas offer some types of foot service because clients enjoy them. If you decided not to offer a mud wrap or heavy seaweed wrap as part of your menu, consider using these products in foot treatments. Because they are confined to one specific body region, it is practical to remove them with hot towels or in an end-of-the-session foot bath. Your spa philosophy may determine if you offer foot services and what form they take. For example, if your spa philosophy is “A Haven from a Hectic Workplace,” then spa treatments focused on reducing foot pain or revitalizing tired feet make sense.

Culturally Based Spa Treatments

In Chapter 14 (Culturally Based Spa Treatments), you learned about ayurvedic-inspired spa treatments and Indonesian-inspired spa treatments. These unique forms of bodywork are based in countries that have rich histories and complex cultures. The environment, the people, the traditional medical systems, and the myths from faraway places entice both therapists and clients who love travel, novelty, and adventure (Fig. 16-5).

In one example, a massage therapist found herself drawn into the world of ayurveda. She adopted an ayurvedic diet, took up yoga, and explored the therapeutic properties of ayurvedic botanicals and services. When her massage practice grew to a size where she felt she could take a financial risk, she decided to dedicate Saturdays to offering an



FIGURE 16-5 Culturally inspired spa treatments are based in countries that have rich histories and complex cultures. The environment, the people, the traditional medical systems, and the myths from faraway places entice both therapists and clients who love travel, novelty, and adventure.

exclusive ayurvedic package. She offers the same program and price to each client. She sees one client in the morning and one client in the afternoon. The session begins with an ayurveda consultation to determine the client's *dosha* and any dosha imbalances. The client is served a cup of hot jasmine tea and Indian biscuits during the consultation. After the consultation, the client soaks in a foot bath during an Indian head massage, which is followed by a full-body dosha massage. *Ubtan* (an herbal paste) is applied to the skin and buffed off with dried towels before an Indian firming face massage and classic *shirodhara* treatment are delivered. The client is left to nap for 20 minutes while a fragrant bath is prepared. To end the service, the client soaks in a tub filled with flowers and herbs before his or her hair is shampooed to remove the oil from the shirodhara treatment. At the end of the service, the client is escorted back to the reception/retail/consultation area where the therapist makes specific recommendations about ayurvedic products that would be good for the client. After the client has purchased products and departed, the therapist has lunch and then cleans the treatment room and bathroom in preparation for her second client. Because her program is the same for every client, she is able to maintain a small product inventory and refine the delivery of the service so that every detail is considered.

It is easy to see that a series of Indonesian-inspired treatments or a session based on lomilomi could also be offered in a half-day package such as the ayurveda package described here and become the basis for a spa concept or for a special day dedicated to exotic treatments from other lands.

Creating Spa Packages

In the previous section, we explored the use of culturally inspired services used together in a half-day spa experience. Culturally inspired services are not the only types of treatments that work well in this type of program. Therapists with a small workspace could offer many different spa

programs using the one described previously as a model. For example, a program could be based exclusively on specific types of treatments such as aromatherapy (“Sensual Escape”), fangotherapy (“Mud Madness!”), or botanicals (“Herbal Remedies”). Another option would be to combine a small number of different treatments working toward achieving a specific spa philosophy. If the spa philosophy is “Cleanse the Body, Expand the Soul,” the program might include a detoxification treatment and a guided meditation session. A spa program based on the philosophy “Reflect, Relax, Renew” could include any treatment that was relaxing. A couple's romance package, especially if the clients can be in the same room together while they enjoy their services, works well as does a prom party package for teens and a pregnancy package for pregnant women. Consider your spa philosophy and brainstorm a series of treatments that last between 2 and 4 hours. Plan to include opportunities for the client to have a bite to eat between services in longer packages to avoid situations of low blood sugar and shakiness.

Balance Your Spa Program

You want your spa program to be balanced in such a way that each individual treatment supports, rather than competes, with other treatments. You wouldn't want to offer three body wraps that all have the same therapeutic goal of decreasing muscle soreness, for example. Three competing treatments would only confuse clients who won't know which is the best treatment to schedule if they all do the same thing. As we have already discussed, you may choose to offer a number of different versions of the same treatment, and this is fine, so long as they aim to achieve different treatment goals to make it simple for clients to choose what they want. In this case, one body wrap might focus on detoxification, the second on relaxation, and the third on decreasing muscle soreness. Review your draft spa program and look for competing treatments. Adapt your choices of products and treatment goals to find balance and harmony in session objectives and treatment choices.

Review Other Spa Programs

Sit down at your computer and take a few hours to conduct a search on the Internet. Look at a variety of spas, massage clinics, wellness centers, and retreats. Carefully review their spa programs and menus. What do you like? What doesn't work? What are some fresh ideas? Maybe you never thought about adding an esthetician, nail technician, or cosmetologist to your business model. Maybe you're clear that you want to be a one-person operation, but maybe a team of people working together is suddenly a consideration. Table 16-1 provides an overview of popular services, their therapeutic benefits, and the most likely spa professional to deliver the services. You might choose a program model that is small and specific by adding two or three spa choices

TABLE 16-1 Overview of Spa Services^a

SPA SERVICE	BENEFITS	LIKELY INDUSTRY PROFESSIONAL
Hydrotherapy Specialized showers, steams, baths, saunas, and other applications using water	The benefits of the treatment will be based on the temperature of the treatment, length of the treatment, and the effects of the specialized apparatus that is used in combination with water.	Physician, physical therapist, massage therapist Estheticians use specialized baths and showers in the removal of products or to improve the health and condition of the skin.
Full-body exfoliation Loofah scrubs, full-body polish, salt glows, sugar glows, dry skin brushing, almond scrub, others	Stimulates circulation and lymph flow, stimulates vital energy of the body, relaxation, revitalization, deep cleans, removes dead skin cells, softens and refines the skin's texture, beautifies the skin	Massage therapist, esthetician Exfoliation has benefits for both skin and body. Massage therapists focus on the benefits for the body, whereas estheticians focus on the benefits for the skin. Estheticians can also deliver enzyme peels.
Autotanning Buff and bronze, spray-on tans, spray tan booths	Depending on the treatment steps, the treatment may stimulate circulation and lymph flow and relax muscles. Autotanning treatments are most often delivered to darken the skin's color so that the client appears tan.	Massage therapist, esthetician Spray tans and booths can be facilitated by unlicensed or uncertified individuals in some states.
Body wraps A wide variety including herbal, seaweed, fango, cryogenic, slimming, detoxifying, aromatherapy, others	The benefits of the treatment depend on the type of products and techniques that are used during the service.	Massage therapist, esthetician Depending on the desired effects of the application and on the promotional description of the service
Thalassotherapy Treatments using seawater, marine algae, sea air, and diets high in sea products	Thalassotherapy has been used for a wide range of conditions. In general, it revitalizes and detoxifies the body and beautifies the skin.	Massage therapist, esthetician, physical therapist, physician Depending on the desired effects of the application and on the promotional description of the service
Fangotherapy Treatments using therapeutic mud, clay, and peat	Fangotherapy has been used for a wide range of conditions but especially arthritis, musculoskeletal conditions, and to beautify the skin.	Massage therapist, esthetician, physical therapist, physician Depending on the desired effects of the application and on the promotional description of the service
Spot treatments Cellulite, back, bust, others	The benefits of the treatment will depend on the type of products and techniques that are used during the service.	Esthetician, massage therapist
Foot and hand treatments (not pedicures or manicures) Treatments that do not include trimming the nail or cuticle	Pain relieving, relaxing, revitalizing, stimulate circulation, increase range of motion, can be used to treat soft tissue pathology such as plantar fasciitis, relaxing, deep cleans, softens and reconditions the skin on the hands or feet, beautifies the hands or feet	Massage therapist, certified reflexologist (some states), esthetician Massage therapists and reflexologists focus on treatments that relax the body and decrease foot pain. Estheticians focus on the beautification of the skin of the hands and feet.
Pedicures Treatments that include trimming the nail and cuticle	Relaxing, improves the overall health and appearance of the feet, beautifies the feet	Nail technician, cosmetologist, estheticians (some states)
Manicures Treatments that include trimming the nail and cuticle	Relaxing, improves the overall health and appearance of the hands, beautifies the hands	Nail technician, cosmetologist, estheticians (some states)
Massage Swedish, Shiatsu, manual lymphatic drainage, craniosacral, lomilomi, Thai, sports, deep tissue, others	The effects of the massage will be based on the types of techniques that are used. In general, massage stimulates circulation and lymphatic flow, relaxes the body, and decreases soft tissue imbalance.	Massage therapist, physical therapist Sometimes specialized training and certification are required to deliver certain types of massage.
Stone massage	Warms tissue, stimulates circulation, decreases tension in hypertonic muscles, decreases adhesions, relaxes the body	Massage therapist
Ayurveda-inspired body treatments Abhyanga, dosha wrap, dosha massage, <i>ubvartana</i> , Indian head massage, shirodhara, <i>pinda</i> abhyanga, <i>pizzichilli</i> , <i>garshan</i> , others	To relax the body, stimulate circulation, revitalize the body, facilitate detoxification of body tissues, bring balance to the body, promote spiritual awareness, create a space for reflection and renewal	Ayurvedic physician, massage therapist

TABLE 16-1 Overview of Spa Services^a (continued)

SPA SERVICE	BENEFITS	LIKELY INDUSTRY PROFESSIONAL
Ayurveda-inspired beauty treatments Facials, shirodhara, ubvartana, dosha skin wraps, scalp treatments, pedicures and manicures, others	To beautify the intended area using ayurveda principles and products	Ayurvedic physician, esthetician, cosmetologist, nail technician
Indonesian-inspired body treatments Balinese massage, Javanese <i>Lulur</i> , body wraps, others	To bring health, wellness, and beauty to the client using Indonesian beauty and health principles and products	Massage therapists, estheticians
Natural and traditional forms of medicine Ayurveda, Chinese traditional medicine, acupuncture, naturopathic medicine, herbal medicine, others	To bring the body into balance, to treat a specific condition, or as a preventive to disease	Ayurvedic physician, traditional Chinese medicine practitioner, acupuncturist, naturopathic doctor, herbal medicine practitioner
Facials	To deep clean, smooth, refine, soften, and condition the facial skin and treat certain skin conditions on the face; to improve the appearance and beautify the skin; to slow the signs of aging	Esthetician, cosmetologists (some states)
Face and scalp massage	To relax the muscles of face and scalp, decrease overall tension, firm and tone the muscles of the face, stimulate the skin and increase local circulation, aid in product penetration, loosen trapped debris in the follicles, facilitate product application to the face or scalp	Massage therapist, esthetician, cosmetologist
Hair removal services Physical depilatories (wax), chemical depilatories (powder, cream, others), electrolysis, electric current tweezers	To remove unwanted hair from the body; electrolysis is a form of permanent hair removal, whereas depilatories remove the hair temporarily.	Esthetician, cosmetologist Electrolysis is performed by a licensed electrologist.
Nails Includes nail art, gel nails, acrylic nails	To beautify the hands and the feet, improve nail health, embellish the nails for esthetic purposes	Nail technician, cosmetologist (some states)
Hair services Cutting, styling, highlighting, coloring, perming, straightening, conditioning, and so on	To improve the health or appearance of the hair, stimulate the scalp and promote healthy hair growth.	Cosmetologist
Makeup application	To improve the appearance of the face or camouflage a skin condition or injury such as scarring from burns	Esthetician, cosmetologist
Nutrition Nutrition assessment or programming, healthy cooking	To assess the nutritional viability of a client's diet and to make recommendations that lead to better nutritional health; to support healing from a specific condition using diet	Nutritionist, fitness trainer
Fitness Fitness assessment or programming, personal training	To assess the fitness level of the client and make recommendations that lead to better physical health; to motivate clients to reach their physical goals	Fitness trainer, strength and conditioning specialist
Mind and spirit therapies Hypnotherapy, group counseling, counseling, psychotherapy, guided meditation, life coaching, yoga, others	To support the individual in finding inner peace and contentment; to guide personal transformation, create relationships and connections, generate resource states for better living	Psychotherapists, psychologists, counselors, hypnotherapists, yoga instructors, spiritual instructors, life coaches, others

^aAs discussed in Chapter 1 (Spa from Past to Present), the laws, regulations, and scope of practice for professionals working at a spa vary widely from state to state. It is important that you review the laws in your state before providing any treatment. You will also need to check that a given treatment is covered by your liability insurance. Because products and treatment techniques often provide benefits for both the revitalization of the body and the beautification of the skin, the promotional description of the treatment may become the determining factor in who delivers the service. In general (although not in every state), massage therapists will want to focus on the effects of a treatment for soft tissue and the body, whereas estheticians will focus on the effects of the treatment for the health and beautification of the skin. This table is meant to provide a general overview. It is not comprehensive in terms of treatments or the industry professionals who might deliver them.

TABLE 16-2 Small Spa Program Model

MASSAGE
Swedish massage
Deep tissue massage
Hot stone massage
Pregnancy massage
SPA BODY TREATMENTS
Salt glow
Spa foot treatment
Herbal body wrap

to your massage menu as shown in Table 16-2. A medium-sized program designed to be offered by a single practitioner in a private practice is shown in Table 16-3 (a sample spa menu for this program is provided in Fig. 16-6). A larger clinic with multiple massage therapists on staff may offer a program such as the one described in Table 16-4. Finally, you might choose to hire an esthetician or become an esthetician yourself and offer some body treatments and some facials in your business. Perhaps, you want to branch out and hire additional spa staff to offer a full range of services including manicures and pedicures, facials, hair services, depilatory services, makeup application, hydrotherapy treatments, body treatments, life coaching, mediation, nutritional programs, fitness programs, and more as shown in Table 16-5. Think over all your options and write an outline of your spa program.

TABLE 16-3 Medium Spa Program Model

MASSAGE
Swedish massage
Deep tissue massage
Hot stone massage
Pregnancy massage
BODY TREATMENTS
Salt glow—three choices (Zen, citrus, floral)
Full-body seaweed wrap
Herbal detoxification wrap
Parafango treatment for back pain
Buff and bronze
Aromatherapy consultation and massage
REFLEXOLOGY FOOT SPA TREATMENTS
Treatment aimed at decreasing foot pain
Treatment aimed at tired feet
Treatment aimed at stress reduction

TABLE 16-4 Large Spa Program Model

MASSAGE
Swedish massage
Aromatherapy massage
Deep tissue massage
Hot stone massage
Custom massage
Indian head and face massage and shirodhara
BODY TREATMENTS
Full-body seaweed wrap
Parafango treatment for back pain
Herbal detoxification wrap
Ubartana treatment
Salt glow—three choices (citrus, alpine, floral)
Loofah scrub—three choices (eucalyptus, sage and lavender, peppermint and sweet orange)
Buff and bronze
REFLEXOLOGY FOOT SPA TREATMENTS
Treatment aimed at decreasing foot pain
Treatment aimed at revitalizing tired feet
Treatment aimed at stress reduction
COUPLE'S ROMANCE PACKAGE (MEDITERRANEAN THEME)
Foot soak and foot massage (goat cheese, bruschetta, and sliced tomato snack)
Mediterranean herbs wrap
Aromatic hot stone massage with essential oils of rosemary, lavender, sage, and lemon
WORKDAY ESCAPE PACKAGE
Citrus salt glow
Aromatherapy massage
Foot spa treatment for tired feet

Design Individual Treatments

When you have finalized your spa program outline, you are ready to design each individual treatment. This process is described in detail in Chapter 15 (Treatment Design and Your Signature Spa Treatment). As you work on designing each individual treatment, you may find yourself adapting the spa program as you get into the details of your vision. This is normal and helpful. Write everything out and let it sit. Review it and revise it. Give copies of treatment designs and your spa program outline to friends and ask for their thoughts. Continue to research and refine. Finally, you will feel that you have arrived at a program that matches your facility, your budget, your particular talents as a therapist, and your spa philosophy.

TABLE 16-5 Extra Large Spa Program Model

MASSAGE
Swedish massage
Deep tissue massage
Thai massage
Lomilomi massage
Hot stone massage
BODY TREATMENTS
Full-body seaweed wrap
Full-body fango wrap
Parafango cellulite treatment
Slimming herbal body wrap
Athlete treatment with sports massage and application of cryogenic product
Salt glow
Flowers ritual foot soak, body polish, and scalp conditioning massage
Buff and bronze
Skin softening emollient wrap
FACIALS
Signature facial (matched to skin type)
Deep-cleansing facial with extractions
Anti-aging facial for mature skin
Gentleman's facial
Teen's facial (aimed at problem skin)
DEPILATORY SERVICES
Face (lip, chin, eyebrow)
Legs and bikini
Arms (underarm, forearm)
Bodybuilder's wax (back, legs, chest, arms)
MANICURES
Spa manicure
French manicure
Gentleman's manicure
Nail repair and nail art
Hand hennas
PEDICURES
Spa pedicure
French pedicure
Foot hennas
Ultimate foot treatment (pedicure, reflexology session, foot mask, paraffin dip, nail art, or henna)
PREGNANCY PACKAGE FOR MOMS-TO-BE
Flowers ritual
Pregnancy massage
Signature facial
PROM PARTY PACKAGE
Teen facial
Mini manicure and pedicure
30-minute aromatherapy massage

Write Detailed Treatment Guides

When you design each of your spa treatments (described in Chapter 15), you will find that it is easy to create detailed treatment guides for each of the services you plan to offer in your spa program. The guide provides step-by-step directions for how to manage every aspect of the client's experience from the moment he or she walks through the doors of your business until the moment he or she walk out the doors of your business. For each treatment, describe the following:

- **Promotional description:** A promotional description helps you or another therapist quickly get a feel for the treatment and an overview of treatment elements.
- **Benefits:** List the benefits you expect clients will experience when they receive the treatment.
- **Contraindications and cautions:** Identify contraindications and cautions for the treatment. For example, you know you want to check for iodine or shellfish allergies for any treatments that incorporate seaweed or products containing seaweed. Indonesian-inspired treatments might include spices that are too stimulating for fair-skinned people. Make sure to capture all of these concerns in your treatment guide for the service.
- **Treatment room setup:** Give precise directions for how the room should be set up for the treatment. Include the setup for the massage table, for the work table, and for any hydrotherapy or showering facilities (e.g., place a fresh bath mat outside the shower).
- **Supplies and products:** List all of the supplies and products necessary for delivery of the treatment. If specific amounts of spa product must be removed from their containers and heated before application, provide precise measurements and give directions for heating and maintaining the product until it is needed. If you are creating your own product formulations such as aromatherapy massage oils, give precise recipes and indicate the amount of product a therapist might be expected to use during the session.
- **The procedure:** Describe each step in the treatment in vivid detail. Explain when and how the benefits of the service are described to the client; how the client is positioned and bolstered; and which body area is treated first, second, third, and fourth, along with the order of products and the amount of time they are left on body regions. You want to be able to visualize the treatment by reading the procedure.
- **Cleanup notes:** Outline the cleanup steps that need to be conducted at the end of the service.
- **Retail opportunities:** Identify any possible retail opportunities and describe how these opportunities are presented to the client.

Writing treatment guides can be a time-consuming process, but it saves you money and time in the end. Sometimes, you won't deliver a treatment for a few weeks and need the guide to remind you of important treatment processes and steps. The guides also come in handy when you train new

therapists to deliver the spa's services. They are useful for the reception staff who must artfully describe treatments to clients over the phone.

Refine Your Treatments

As you write your treatment guides, it's a good idea to work through all of the aspects of each treatment, play with different product options, and analyze your choices. Plan to practice a treatment four times in rapid succession, rewriting the treatment guide as you go, until you have a fluid, refined, and functional service. When you have a final program, you are ready to write a spa menu.

Your Spa Menu

Your **spa menu** is an important promotional item that outlines your spa program and describes each of the services that are offered at the facility (see Fig. 16-6). As a key promotional tool, it is taken away with clients, mailed to clients, posted in a frame for walk-up business, handed out at community events, and, sometimes, sent out in a mass mailing to attract new business.

Design

Design and write your spa menu so that it upholds the overall philosophy of your business. For example, if your goal is an elegant environment full of old world charm and perfect etiquette, you might design your menu on delicate cream colored paper using a flowing Victorian script font to describe your classic services in perfect English. Alternately, you might opt for hot pick card stock; a bold modern font; and quirky, funky treatment descriptions.

Writing Style

Whether you describe your treatments in perfect English or play with fun, funky, or whimsical descriptions, you want clients to know what they are getting so your description must clearly define treatment steps. Strong sensory language captures the client's imagination and elicits an emotional response. You want the client to smell, taste, and feel the treatment just by reading the description. "Uplifting grapefruit body polish" sounds much more exciting than "body polish." "Swiss herbs cocoon" sounds more appealing than "wrap." As mentioned previously, you want your spa philosophy to shine through in the style in which the promotional descriptions are written. Some spas will be very traditional or sophisticated; others will be spiritual or even funky and lighthearted. Writing that matches the overall philosophy and style of the spa works best. For example, in a lighthearted description of a seaweed wrap, the treatment might be named the "Mermaid Shimmer" and start with the line,

(text continues on page 351)

SYMMETRY

MASSAGE & DAY SPA

Massage Selections

Classic Swedish Massage: 1 hour \$60

This relaxing full-body massage will decrease muscular tension and soothe the entire body. Add aromatherapy touches such as a sweet sage steam, aromatic massage oil, and aroma mist for an additional \$10.

Deep Tissue Massage: 1 hour \$60

A combination of Swedish and deep tissue techniques release those tight, painful places and leave the body deeply relaxed. The therapist will target the areas that you want addressed.

Hot Stone Massage: 90 Minutes \$130

Hot stones are placed on points of tension and used in the therapist's hands to relax the body as the heat penetrates deeply into muscle tissue. This is a one-of-a-kind, must-try treatment for the massage enthusiast. Makes a great gift!

Pregnancy Massage: 1 hour \$60

Our Swedish classic tailored to the specific needs of the mom-to-be. Our special pregnancy pillows make this a comfortable and relaxing experience.

At Symmetry Massage and Day Spa, our goal is to help our clients make good choices for healthier lives. At Symmetry, each service is designed to incorporate natural healing substances such as essential oils (from aromatic plants) or therapeutic mud into a massage.

This creates a highly satisfying experience for our clients. You don't have to give up your massage! Instead, you add spa products such as seaweed that enhance the effects of the massage and support the body. Our treatments promote detoxification, relaxation, and stress reduction.

Uncertain of the benefits of spa treatments?

Join us on the first Monday of every month for an open house event. Presentations, tasty snacks, demonstrations, door prizes, and free treatments make this a fun way to spend the evening and learn about the benefits of spa. 6:00 PM to 10:00 PM.

Tuesdays to Sundays 9 AM to 8:30 PM

Symmetry Massage & Day Spa
5000 Anywhere Street, Suite 400
Any Town, Any State 90000

For appointments: 222-333-4444
www.symmetrymassagespa.com

FIGURE 16-6 Spa menu. (continued)

Spa Selections

Aromatherapy Salt Glows: 1 hour \$80

A salt glow is a revitalizing treatment that stimulates circulation and relaxes and tones muscle tissue while smoothing the skin. Clients have three choices:

- 1. The Zen Glow** infuses spicy ginger with the soothing scents of mandarin and lemongrass. Think CALMING!
- 2. The Citrus Glow** is fresh and uplifting with the scents of grapefruit, lime, lemon, and sweet orange intertwined in a constantly changing aroma melody. Think REFRESHING!
- 3. The Victorian Garden Glow** surrounds the client with the soothing fragrance of an herb garden. Lavender, rosemary, thyme, rose, and just a hint of nutmeg invoke a warm afternoon in the sun. Think RELAXING!

Mud Sport!: 1 hour \$85

If you have a sore back or if your workouts have been slowed down by muscle tension, this treatment is for you. Your back is massaged with deep tissue techniques before a warm layer of Parafango* is applied to stimulate circulation and relax sore muscles. While the Parafango works its magic, the backs of your legs are massaged. To end the service, your neck and shoulders are massaged. Think GOODBYE BACK PAIN!

*Parafango is a combination of a special mud from Italy and paraffin with different melting points. It holds heat for up to 60 minutes and locks moisture at the skin's surface. Because of its superior heat retention abilities, it has been used since the 1950s in Germany for arthritis pain and chronic muscle conditions. At the client's request, the Parafango application can be focused for special needs such as sore hamstrings or calves.

Aroma Relief: 90 Minutes \$110

This classic aromatherapy massage begins with a consultation and a blend of essential oils created especially for you. The oils are applied in a full-body relaxation massage with enhancers such as rosemary face steam and paraffin dip. You keep your special blend for use at home in a soothing aromatherapy bath or shower. Think MUCH-NEEDED REPRIEVE!

Reflexology Foot Spa Treatments: 1 hr - \$80

Reflexology is based on the belief that there are points on the feet, hands, and ears that correspond to all the areas of the body. By activating these points, full-body relaxation is achieved. In each of the treatments described below, the feet are soaked, smoothed with an exfoliation cream, massaged, treated to a series of reflexology techniques, masked to facilitate detoxification, and finished with lotion or powder. Clients have three choices:

- 1. The Tired Feet Tingle** refreshes your feet with a sea salt soak, peppermint exfoliation, kelp mask, and reflexology point work targeting the reflex points associated with mental burnout and exhaustion. Think REVITALIZATION!
- 2. The Pain-Away Treatment** focuses on eliminating foot pain. Your feet are soaked in Epsom salt and eucalyptus oil before a bracing rosemary loofah scrub. The massage and reflexology session uses the healing properties of bay laurel and sweet birch oils before thick, warm Moor* mud is slathered on your feet to decrease inflammation and pain. Think LET'S GO DANCING!
- 3. The Sole Soother** is soft and gentle. Lavender, ylang ylang, basil, mandarin, and rose oils caress your feet and allow your body to deeply relax. A paraffin treatment for your hands completes this delightful indulgence. Think TRANQUILITY!

*Moor mud is a high moor peat from Austria that is used in Europe for foot pain, arthritis, and skin and respiratory disorders. It is thick and black with superior heat retention qualities and proven anti-inflammatory action.

The Buff and Bronze: 75 minutes- \$90

The buff and bronze is a relaxing treatment that leaves you looking like you just returned from a tropical vacation. Tanned skin has never been so good for you! Your body is buffed, smoothed with moisture creams, and treated to an expert application of auto-bronzant (automatic tanning product). In 3 hours, the product produces a rich, golden tan. The products used at Symmetry are professional quality and look natural. Home care products are available in our gift shop to keep the tan looking fresh. Think BETTER THAN A DAY AT THE BEACH!

Sea Boost: 1 hour \$90

Seaweed is a unique product that stimulates circulation and lymphatic flow, boosts immunity, stimulates metabolism, and promotes detoxification. In this treatment, the body receives a dry brush exfoliation aimed at increasing lymph flow before a warm layer of seaweed is applied and the body is wrapped. While wrapped in this relaxing cocoon, your feet are massaged. A Swedish massage with rich sea creams ends this service. Clients can request the application of a cellulite cream to target areas for body slimming. Think ELEGANCE!

Swiss Herbs Slimming Wrap: 90 mins \$100

Relax in our sauna before being wrapped in fragrant linens that have soaked in an herbal infusion. As your body detoxifies, a cooling mist of citrus oils revitalizes your senses and relaxes your mind. Your body is removed from the wrap and treated to an invigorating grapefruit and juniper berry loofah scrub. This cools your body but continues to stimulate circulation and lymphatic flow. To complete this service, a firming cream with seaweed and aloe is massaged into your skin. Think RADIANCE!

SYMMETRY
MASSAGE & DAY SPA

FIGURE 16-6 (continued)

“Feeling scaly, waterlogged, and listless?” A more sophisticated interpretation might be, “Enjoy the skin smoothing and body-slimming benefits of pure marine algae.” In the example below, a seaweed wrap is described in two different ways. In the first description, most of the sensory language has been left out, and the writer speaks about a general client. In the second description, strong sensory language has been included, and the writer speaks directly to the client.

Seaweed Wrap: After a relaxing foot bath, our specially trained therapist will apply seaweed to the body. The body will then be wrapped, and the feet are massaged. The seaweed is then rinsed from the body, and a moisturizer is applied to rehydrate the skin.

Sea Dream: Begin your journey to the sea with a relaxing foot bath of warm salt water and ocean stones. Next, feel revitalized as fresh, nourishing seaweeds harvested in the pure waters off the coast of Brittany are slathered over your skin. Rest, cocooned in warmth, while ocean sounds release everyday worries and your feet receive a

pain-relieving reflexology foot massage. Your session ends in a warm aqua shower with skin-softening ocean tonic body wash and fragrant moisture balm. Your body, mind, and spirit are restored to balance by this inviting “day at the beach.”

Although both of these descriptions clearly define the treatment steps the client will experience, the second description sounds inviting, personal, fun, and special. Review the sample treatments at the back of the book for ideas.

Essential Contents

Your spa menu should include the full, correct name of the business; your business address, phone number, e-mail, and website; and the hours you are open for business each week. It should include a description of each service you offer at your facility, the length of the service, and the cost of the service. Some spas include a welcome note that shares the spa’s philosophy and mission.

SPA FUSION INTEGRATION OF SKILLS



STUDY TIP: Spa Party

A fun way to practice your spa skills is to host a “spa party.” Get a group of massage friends together and develop a menu of simple spa services such as a salt glow, seaweed gel cocoon (seaweed gel is easier to remove with hot towels than seaweed powder mixed with water), reflexology foot treatment, and hot stone massage. Organize aromatherapy accent treatments and appetizers. With a plan in place, invite family and friends to come and find out what you are learning in school by being a guest at your spa party. Many therapists offer spa parties on their menu of services when they graduate and become professionals.

SPA INSPIRATION: Idea Folder

While you are enrolled in your spa training program, it is helpful to start an idea folder. Every time you walk by a spa business, step inside and pick up their menu of services. Have friends and family members pick up spa menus from the places where they live and visit. If you come across a particularly interesting spa treatment on the Internet, print it out and add it to your idea folder. Any treatments that you receive at a spa can be written off on your taxes as “research.” Use the time you are in school to gather ideas and explore

what you like. When it’s time for you to write your spa program, you’ll be ready to choose what appeals to you.

CHAPTER WRAP-UP

You have completed a lengthy process to identify your spa philosophy and develop a spa program that resonates with you as a therapist, your values, your unique talents and skills, and the types of clients you want to work with. You have practiced your treatments, written treatment guides, and created a spa menu. It’s exciting to know that you will be ready to launch your spa program and enjoy the positive responses of your clients after you graduate from your spa training program.

REVIEW QUESTIONS

Multiple Choice

1. An important benefit of adding spa treatments to a massage clinic is:
 - a. Clients always like spa treatments more than massage.
 - b. Clients have options and choices.
 - c. Clients purchase nail services more than other treatments.
 - d. Clients avoid spas but like massage clinics.

(continued on page 352)

SPA FUSION

INTEGRATION OF SKILLS (continued)



2. One drawback of adding spa treatments to a massage clinic is:
 - a. Spa treatments require less laundry than massage.
 - b. Spa treatments cost less to deliver than massage.
 - c. Spa treatments require more cleanup and setup time between sessions.
 - d. Spa treatments give therapists a creative outlet.

3. The term *back bar* refers to products:
 - a. That are purchased in bulk and measured out for each individual treatment
 - b. That are sold in the gift shop to clients
 - c. That are prepackaged into small sizes for clients to take home
 - d. That are preheated and delivered to the client's home

4. Your spa philosophy includes your:
 - a. Ideals and beliefs about health, wellness, and beauty
 - b. Ideals and beliefs about a personal diet plan
 - c. Ideals and beliefs about religion and marriage
 - d. Ideals and beliefs about the supernatural

5. Your life mission is a statement about:
 - a. Your campaign to improve health and wellness
 - b. Ideas about personal financing and investing
 - c. Actions and activities that give your life purpose
 - d. Thoughts for how to improve your primary relationship

True or False

Mark each of the following questions as True or False.

6. _____ When developing a spa program, you have to think about your facility and what types of treatments you can reasonably provide.

7. _____ Seaweed and mud body wraps should probably be offered by every spa and massage clinic because they are a cornerstone of a spa experience.

8. _____ A couple's package or a prom party package are common treatment packages offered by spas.

9. _____ It's important not to look at the menus of other spas or massage clinics because it is considered plagiarism if you copy any of their good ideas.

10. _____ Spas should avoid the use of detailed treatment guides that give step-by-step instructions to therapists. Instead, therapists should bring their personal creative flair to each treatment.