

The Premier Spa Business Resource

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Retail Superstars

In this section, *DAYSPA* profiles how one spa owner uses a boutique product to boost sales.

The star: Clarisonic Pro

The spa: Calidora Skin Care Clinics (calidora.com), with locations in California and Washington state.

Why it flies off shelves: The brush, made by Pacific Biosciences Laboratories (clarisonic.com)—the manufacturer of the Sonicare toothbrush—helps Calidora’s technicians better cleanse clients’ skin, according to CEO Colette Head. This naturally leads to a big retail boost. “Their skin will be six times cleaner with the brush than if you wash it manually,” she says. “We use it during all of our custom facial treatments. The Clarisonic helps all products better penetrate the skin and work more effectively. The brush leaves our clients’ skin so

clean and free of dead skin cells—it simply glows!”

How she promotes it this month: Education about skin care is key to Clarisonic’s success at Calidora. “We’re all about helping our clients learn more about their skin,” Head says. “We promote Clarisonic at events and typically offer a 10% discount for attendees. Also, if clients become Blue Circle members (by purchasing a package of 12 facials or paying a \$100 membership fee), then they’re entitled to

10% off Clarisonic products. They also receive special offers and advance notice of special promotions.”



Colette Head



Shower in Green

If you want to follow the trend and go eco-friendly in your spa, it may seem like an uphill battle. After all, one of the resources most in need of conservation is water, which is a staple in many facilities. But many day spas are finding ways to do it without cutting back on services (see Green Scene, page 28)—one of which includes installing “green” fixtures.

The Evolution showerhead from Oxygenics, for example, uses 20% to 70% less water than standard models. Oxygenics maintains a luxurious feel by installing pressure-boosting technology in the

Evolution, which **adds air to the water flow to maintain high pressure—even with less H₂O**. The showerhead also rotates, covering a larger area than a standard, stationary fixture, and can switch between horizontal and vertical spray orientations at the push of a button. It can also complement a number of décors; available finishes include chrome, brushed nickel, white, gold and oil-rubbed bronze.

For more information, call 800.344.3242 or visit oxygenics.com.



A Helping Hand

Marketing remains an enigma for many day spa owners, especially in tough economic times. **How can you devote energy and**

resources to creative strategies that will bring in new clients while still maintaining the high level of service to which your guests are already accustomed?

Enter The Dulchey Group, an Atlanta-based consumer research firm that serves spas and other industry businesses across the globe. LaWanda Scott, president and chief executive officer, has more than 10 years of experience in advertising and the nonprofit sector. Dulchey provides marketing, market research and public relations services to spa professionals. Scott and her team of researchers offer different budgets a variety of packages, which can include focus groups, online surveys and secret shopper services.

For more information, call 404.736.3570 or visit dulchey.com.