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Spas Seize the Opportunity to Focus on Health and Wellness

New Market Trends Move Spas beyond the Call to Pamper with An Increased Focus on Health and Wellness

Atlanta, Georgia -- (Dulchey Highlights) - January 12, 2009— A major wellness movement is occurring in the U.S. spa industry as some spas seize prime opportunities to focus on health and wellness.

The wellness movement consists of diagnostic testing, preventive care, cosmetic procedures, or a combination of all three. These types of treatments are generally available at medical spas or destination spas that offer healthcare services supervised and administered by medical professionals.

Some of the major health and wellness services are Botox® treatments, chemical facial peels, fat injections, laser hair removal, lifestyle coaching, stress management, nutritional plans, Pilates, yoga meditation, and other health related therapies.

Treatment prices can vary drastically at medical spas depending on the service, location, and client needs. Prices are slightly higher than average massage and facial therapies. In addition, most medical procedures generally require more than one visit (e.g., laser hair removal and Botox injections).

About The Dulchey Group, LLC

The Dulchey Group, LLC, a D&B Company, is the global leader of consumer spa research. The Dulchey firm exclusively caters to the advertising, marketing, research, and public-relation needs of spas worldwide. Dulchey designs, develops, administers, and analyzes consumer-opinion surveys in order to provide spas with essential intelligence that allows them to make better, more thoroughly informed decisions. For more information, visit www.dulchey.com. "Experience the Sophistication of Dulchey."

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