



Spa Goers

Relax, Rewind and Rejuvenate With Quality Products

The allure of the elusive “Fountain of Youth” has been drawing people to spas around the world for many centuries. The “Spa” has traditionally been the domain of royalty, the well-heeled and the celebrity crowd. Times have changed over the past twenty years as the age wave of boomers impacts the perception of youth, health and beauty. The Spa concept and spa products have now evolved into a multi-billion dollar industry world-wide.

In addition to the fitness industry, spas have infiltrated the travel/ hotel business, salon/ esthetics business and wellness, cosmetic and preventive medical practices. With a large number of dollars at stake the competition in the spa area is fierce with Day Spas, Destination Spas, Spa Ranches, Hotel & Resort Spas and Medi-Spas popping up everywhere. So if you are going to venture into this niche market as part of your club business plan you had better do your homework. You may need to get some professional expertise and assistance. (see *Creating A Day Spa in Your Fitness Club* by Kay Moroz, page 62)

In the fitness industry, we have seen the impact of “Eastern practices” over traditional “Western approaches”, with many turning to more traditional eastern influenced exercise modalities like yoga and tai-chi. The traditional western medical approach is not the only way to stay healthy, vibrant and young and many Asian and European spa treatments that have been around for years are back in vogue at the latest new spa.

Many North Americans have changed their diets, hearing that less-processed and sugar laden foods and more vitamins, antioxidants and omega-fatty acids are healthier for them. Pro-active men and women are joining gyms, striving to lower blood pressure and avoiding diabetes through improved fitness. Many are seeking advice of “alternative” health practitioners. A trend it seems, that also is driving the spa industry.

Consumer’s are beginning to embrace the concept that beauty is “inside out”, not “outside in”. Instead of slathering on more creams and cover-ups, they’re trying to become more healthy, allowing that radiance to reflect in their outward appearance. According to Dr. Kimberly Crawford, a successful MD, club and day spa owner and former television medical reporter, the secret to real health and beauty is the integration of different approaches and disciplines.

Even traditional doctors are slowly realizing that they must be more “integrative”. Gone are the days when chiropractic medicine, acupuncture; even herbal medicine are



dismissed by most current practitioners. There is now an annual, accredited meeting entitled “Medi-Spa” which caters to physicians, spa owners and fitness professionals who wish to become more “integrative” within their respective fields.

The marketplace for health, wellness, fitness and beauty used to be very segmented, highly specialized and isolated. Now – salons are turning into “Day Spas”. Day Spas are looking for fitness experts, nutrition experts and health practitioners. And Fitness Centres are putting in Day Spa services at their facilities.

What does all this marketplace competition and cooperation mean to the consumer? First of all, more competition generally means an enhancement of quality within each of these sectors. It also means that products and services previously deemed “too holistic” by the medical establishment are now being judged on their own merits.

Spa Products

There are a variety of products that would fall into this category, too numerous to cover in depth. Moor therapy products and Moor therapy is one that has been “around since the 16th Century alchemist Paracelsus described it as the “Quinta Essentia Vitae”- the elixir of life. Subsequently, however, the European Royals kept the secret to themselves- bathing in the mysterious herbal mixture and using it for healing and beautification.



Spa Treatment Descriptions

Aromatherapy massage is a soothing massage using essential oils excreted from plants that are known for their healing properties.

Body Wraps stimulate circulation and soothe the skin, and have been used for centuries to draw impurities from the body through sweat. The most common herbal wrap in which natural linen sheets, soaked in therapeutic herbs, are wrapped snugly around the body. Many spas modify the “wrap” by using dry warm blankets to encompass the body after an application of warmed mud or algae.

Facials provide cleansing, facial massage, and various masks to soothe, hydrate or balance the skin. There are numerous gentle treatments for every type of skin.

Fango is a mixture of moor mud and paraffin wax. It is painted onto the body warm and is used to alleviate aches and pains. It leaves the skin very smooth.

Hydrotherapy uses water in various treatments and is widely used in world-renowned spas in Germany, France and Italy.

Vichy Shower is a light waterfall of rain that is often combined with a full body scrub and massage treatment.

Source: Premier Spas, Spas Ontario Directory



In the 1950's Dr. Walter Kosmath discovered the most potent deep moor (tiefenmoor) in Voralberg, Austria. Moor mud is a homogenous, smooth blackish mixture of both organic and inorganic compounds. Inorganic compounds are also present in dead sea mud, fango, volcanic and ocean muds, but the secret is that the moor also contains organic, or living compounds of hundreds of healing, detoxifying and beautifying herbs.

In, Europe, Moorbad Hospitals started springing up in the last 50 years and insurance plans actually pay for patients to come and bathe or have body wraps which are derived from the tiefenmoor, which is made into body wraps, facial and hair packs, joint packs, facial masks and foot baths. In looking at the science of the moor studies, we see that it is used to decrease inflammation, stimulate hormonal systems, and boost immune systems.

Fitness Centre Day Spa Programs

Having recommended adding a Day Spa practice to their numerous clients, CMS-Club Marketing and Management Services have partnered with a spa product company to provide a turnkey solution for it's member clubs using the MOOR therapy product line.

Developed in the U.S by CMS and MOOR Spa this attractive and affordable program is now available in Canada from Soluzione Spa Products of Vancouver. The package can help maximize space and profit for a club owner while providing all the equipment and products needed, to get started. This program provides the treatments, products and equipment in one turnkey solution with a minimal one-time investment. With as little as 200 square feet of space the program can help clubs to quickly and inexpensively get into day spa services similar to those being offered in some of the most prestigious and luxurious resorts around the world. The company provides projected revenues, fixed costs and net monthly profit estimates based on a two-room spa facility.

Spa Management Software

When it comes to managing appointments, Resort Suite Spa is one of the most sophisticated programs available to keep your spa operation running smoothly. Designed to manage any type of spa the Resort Suite Spa software solution is fit for any type of day spa, chain or destination/resort spa. Multi-dimensional scheduling and booking capabilities maximize resources, including the number one resource, the customer. Uses industry proven Oracle database technology with scalability and reliability. Developed by Enablez, a Canadian company located in Woodbridge, Ontario, it also has modules available for fitness, golf, skiing and hospital-ity management.



Sunless Tanning

Sunbathing and tanning have been a part of the spa experience at many destination resorts. With concerns about UV rays, a sunless, UV free tanning method is now available without heading to a sun destination. They don't make tans like they used to, The Sunless Express Spray Spa, from Uvalux International features the newest innovations and technology. Standing in a private booth, a solution, a blend of aloe, moisturizers, bronzers and DHA are sprayed on the body and within minutes an even tan appears. DHA (dihydroxyacetone) is a tanning agent that darkens the skin through the natural proteins in the body. Audio recordings provide complete instructions and a washdown unit thoroughly sanitizes the spa after every session. Access to a water supply and drainage is required for installation.

Retail Profit Centres

A number of companies provide professional products for spa use or retail products that can be marketed within a Spa operation as a profit center. Soluzione Spa, products works with the estheticians at the famous "Spa at the Century" in Vancouver, B.C. to develop their product formulations. With a dynamic group of chemists and specialists they have created top-of-the-line products for both professional and home spa use.

Wholesale clients can log-in and purchase directly from the website.

Amenities

Providing superior products in your locker or spa area is important. Petra Hygienic Systems is a leader in the development of personal care products designed specifically for the Club & Leisure industry. The Body Revive Personal Care program provides salon quality products comparable to national brands. Body Revive products, formulated using quality natural ingredients derived solely from vegetable and mineral sources, are fully biodegradable and hypoallergenic. The Body Revive products are designed to revitalize skin and hair. Petra also provides high quality dispensers and custom logo products as part of their program.

Running a Day Spa can be a valuable addition to any fitness club's business strategy and the products and services outlined in this article are just a few of the products and services you'll find available in Canada. **fb**

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Fitness Business Canada would like to expand the listing of spa products in the Fitness Business Canada, Product and Service Directory included in this issue. Additions for the on-line or print directory should be sent to loril@fitnet.ca

The REEBOK BODY STRETCH Guides the Body Through a Comfortable, Natural Stretching Routine in Minutes!



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HAMSTRING



CALF STRETCH



BACK STRETCHES



CHEST/SHOULDER

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