



## SPA STUDY JULY 2014

### INTRODUCTION:

#### THE GROWTH OF SPAS AS PROFIT CENTRES

“Making guests feel at home” has long been one of the missions of hoteliers worldwide. Early on, this simply meant offering a clean room with a comfortable bed. Yet, as home amenities and lifestyles have changed, hotels have reacted by adding to their facilities and services. Air conditioning, remote control television, and internet access are now all examples of household trends that have become commonplace in hotels.

Following this line of thought, a quick look at current homes and lifestyles might foreshadow facilities and services that will need to be included in tomorrow’s hotels. If you tour today’s model homes, you’ll frequently find an oversized whirlpool tub and / or exercise rooms. Follow a commuter and you’re likely to find them stopping at “the gym” before or after work. Once considered an extravagance, massages and facials are now booked as routinely as haircuts.

Progressive spa facilities acknowledge the mind/body by providing a menu of services designed to do everything from overcoming jet lag to restoring “personal balance and harmony”. The tranquil spa environment is also a trend mirrored in many homes, as evidenced by the proliferation of books and consulting services designed to ensure that a home has healthy “chi” and is properly “feng sui’ed”.

#### Spas and Lodging

The term “spa”, once reserved for European destination resorts where guests went to “take the waters” to restore a healthy balanced life, has become overly used to describe the many different types of facilities in the global lodging industry. At one end of the “spa spectrum” there are dedicated destination resort spas that have a market orientation aimed primarily at those seeking a specialized regime of health, fitness, and pampering. Treatments include special diets, massages, lectures, and adventures which can include, but are not limited to an array of activities ranging from non-surgical facelifts to helicopter skiing. At the other end of the spectrum there is the ubiquitous The-star commercial hotel that has added “...and spa” at the end of their name as a



**Definition of a Spa** – *Latin for “solus per aqua”; or you enter by means of water. Others have interpreted this to mean “health through water”.*



result of sub-contracting a massage therapist and converting the guest room closest to the swimming pool into an exercise room.



Somewhere in between these two extremes you have resorts and other large hotels that have spa operations within their facilities. At these hotels, the spa has historically been another component in the line-item similar to a restaurant, gift shop, or golf course.

The popularity and demand for all types of spa operations has risen in recent years. People seeking (or needing) a concentrated specialized health experience use their vacation time for a visit to a dedicated destination resort spa. But for others whose travel plans dictate they stay at a convention hotel, the offering of true spa services is becoming an important criterion for hotel selection and satisfaction.

### **Profitable Operations**

Historically, spa operations were treated by management as similar to other revenue departments like food and beverage or telephone. These departments were simply perceived to be amenities needed to attract guests to the hotel. As long as these departments broke even, or didn't lose too much money, their ability to increase occupancy was deemed sufficient justification for their existence. However, in recent years, hotel spas have followed the path of the other operating departments and transformed from support facilities to profit centers.

From 2008 to 2013, Renard International's poll showed that when spas are operating in conjunction with a hotel, they represented 9.8% of sales.

While spas are a relatively small source of revenues from the sample properties, spa revenues are growing at a relatively strong pace. In 2008, spa revenue for the subject sample represented just 2.9% of total sales. However, 2011-2012 spa revenues grew 8-12%. This compares to revenue growth rates of 6.7% for rooms, 11.6% for food, and 1.6% for telecommunications (telephone and internet charges).

### **A Spa in Every Hotel?**

Look for existing hotel spa operations to grow, while all properties will figure out a way to include some level of spa facilities and services in their operations. Already, we have seen almost every large resort, convention, and casino hotel either build a spa facility or lease out the operation to a "brand name" in the spa industry.





We realize that all hotels cannot afford to construct and operate a full spa operation. However, some accommodation will need to be available either on-site or off. For those hotels that currently operate spas, look to the dedicated destination spa resorts to set the trends in the types of spa facilities and services offered to guests. To some degree, all hotels will mimic these operations.

Hotel owners and operators have already displayed their ability to increase the profits of their food, beverage, and telecommunications departments, and use these departments to improve the competitive positioning of the property. Look for these owners and operators to treat spa operations the same way in the future.

### SPA TYPES & SERVICES PROVIDED

**Club** Fitness

**Cruise Ship** Fitness and wellness

**Day Spa** Wellness

**Destination** Lifestyle improvement and health enhancement

**Medical** Medical wellness as well as conventional and complimentary therapies, treatments, surgical & non-surgical procedures

**Mineral Springs** Offering an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments

**Resort/ Hotel** Fitness and wellness



**2014 INDUSTRY SALARY SURVEY IN USA \$ (000's)**

**DAY SPA - HOTEL RESORT SPA**

Position	Day Spa				Hotel/Resort Spa			
	Canada USA		International		USA Canada		International	
	2005	2014 <sup>5</sup>	2005	2014 <sup>5</sup>	2005	2014 <sup>5</sup>	2005	2014 <sup>5</sup>
<b>VP Spa Director Single Unit Manager Only</b>	N/A	\$90-125	\$70-90	\$90-130 <sup>2</sup>	\$52-82	\$60-85	\$50-70	\$65-90
<b>Spa Director / Manager (Sometimes a #2)</b>	\$20-33 / hr \$50-60K / yr	N/A <sup>3</sup>	34-42K / yr		\$38-48	\$40-55	\$34-45 / yr	\$36-48
<b>Licensed Massage Therapist</b>	\$11-21 / hr	\$15-25 <sup>3</sup>	As country salary policy dictates (Europe is higher than Asia, etc.)		\$15-22 / hr	\$15-30 <sup>1</sup>	As country salary policy dictates (Europe higher than Asia, etc.)	As country salary policy dictates (Europe is higher than Asia, etc.)
<b>Reflexologist</b>	hourly	hourly <sup>1</sup>	hourly <sup>3</sup>	hourly <sup>3</sup>	hourly	hourly+		
<b>Kinesiologist</b>	hourly	hourly <sup>1</sup>	hourly <sup>3</sup>	hourly <sup>3</sup>	hourly	hourly+	hourly <sup>3</sup>	hourly <sup>3</sup>
<b>Clinical Nutrition Manager</b>	\$36-48K / yr	\$35-49						
<b>Chef<sup>2</sup></b>	\$15-20 / hr	\$25-30	\$30-36	Average \$36-45 / year	\$60-120K / yr	\$75-90	\$36-50	\$48-65
<b>Aestheticians</b>	hourly	hourly <sup>3</sup>	As country policy dictates	hourly <sup>3</sup>	\$15-20 / hr	\$20-25+	As country policy dictates	As country policy dictates <sup>3</sup>

**Note:**

- International expatriate roles, always includes tax free salary + accommodation.
- Canada and U.S.A. are gross salaries. No expatriate benefits except sometimes an allowance for cell phone, health program, meals on duty, and sometimes travel allowance. There is a huge variance in executive chef salary, depending on the duality of the spa, and whether it is a day or overnight spa.

<sup>1</sup> Hourly gross

<sup>2</sup> Expatriate benefits apply

<sup>3</sup> Hourly plus some expatriate benefits

<sup>4</sup> Self Managed, not outsourced or franchised to a spa management company

<sup>5</sup> The lowest figure of each range in the column is the average of all compensation data received. The highest figure of each range in the column is the highest salary figure reported to us.

**2014 INDUSTRY SALARY SURVEY IN USA \$ (000's)  
MULTI-UNIT POSITIONS**

Position	Multi-Unit Positions			
	USA		International	
	Canada			
	2005	2014 <sup>5</sup>	2005	2014 <sup>5</sup>
<b>VP Spa Director 2 or more units</b>	95-105	100-155	100-125	120-175
<b>Spa Director Single Unit Management Only</b>	\$80-110	\$80-125	\$76-88	\$80-150
<b>Spa Director / Manager (Number 2 in Spa)</b>	NOT APPLICABLE			
<b>Licensed Massage Therapist</b>	\$22-38K / yr	\$25-40	No Information Available	\$30-48 <sup>3</sup> plus gratuities
<b>Reflexologist</b>	hourly	hourly	hourly <sup>3</sup>	hourly <sup>3</sup>
<b>Kinesiologist</b>	\$36-44	\$36-48	\$23-25	\$29-49
<b>Clinical Nutrition Manager</b>	\$50-60	\$50-66	usually outside consultant	usually outside consultant
<b>Executive Chef<sup>2</sup> (more than one unit)</b>	\$60-111K / yr	\$65-145	\$40-61 <sup>2</sup>	\$48-77 <sup>2</sup>
<b>Aestheticians</b>	\$15-25 / hr	As company policy dictates	As company policy dictates	As company policy dictates

**Notes:**

-These are average salaries and include in our calculation all spa types i.e. Day, Destination etc.

- International expatriate roles, always includes tax free salary + accommodation.

- Canada and U.S.A. are gross salaries. No expatriate benefits except sometimes an allowance for cell phone, health programs, insurance, meals on duty, and sometimes travel allowance.

Note: There is a huge variance in this executive chef salary, depending on the duality of the spa, and whether it is a day or overnight spa.

<sup>1</sup> Hourly gross

<sup>2</sup> Expatriate benefits apply

<sup>3</sup> Hourly plus some expatriate benefits

<sup>4</sup> Self Managed Spa, not outsourced or franchised to a spa management company

<sup>5</sup> The lowest figure of each range in the column is the average of all compensation data received. The highest figure of each range in the column is the highest salary figure reported to us.

**2014 INDUSTRY SALARY SURVEY IN USA \$ (000's)  
DESTINATION SPA**

Position	Destination Spa			
	Canada USA		International	
	2005	2014 <sup>5</sup>	2005	2014 <sup>5</sup>
<b>Spa Director Single Unit Management Only</b>	\$73-85	\$75-100	\$73-80	\$75-95
<b>Spa Director / Manager (Number 2 in Spa)</b>	\$39-50	\$48-60	\$36-48	\$40-60
<b>Licensed Massage Therapist</b>	\$15-24 hr	Hourly based on location	As country salary policy dictates (Europe higher than Asia, etc.)	Hourly based on location
<b>Reflexologist</b>	hourly	hourly	Hourly based on location <sup>3</sup>	Hourly based on location <sup>3</sup>
<b>Kinesiologist</b>	\$25-31	\$28-39	\$20-24 <sup>3</sup>	\$24-36 <sup>3</sup>
<b>Clinical Nutrition Manager</b>	\$42-50	\$43-60	usually outside consultant	usually outside consultant
<b>Executive Chef<sup>2</sup> Single Unit (one or two outlets only)</b>	\$60-100K / yr	\$60-100	\$36-48 <sup>2</sup>	\$44-60 <sup>2</sup>
<b>Aestheticians</b>	\$15-20 / hr	Hourly based on location	As country policy dictates	Hourly based on location

**Notes:**

- International expatriate roles, always includes tax free salary + accommodation.
- Canada and U.S.A. are gross salaries. No expatriate benefits except sometimes an allowance for cell phone, health program, meals on duty, and sometimes travel allowance. There is a huge variance in executive chef salary, depending on the duality of the spa, and whether it is a day or overnight spa.

Note:

<sup>1</sup> Hourly gross

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## SPA DEFINITIONS:

**DAY SPA** – This is usually a facility combined with a salon, but may also be a self-contained facility, where spa-type treatments / services can be given during the course of a day, and overnight accommodations isn't available.



**AMENITY SPA / RESORT SPA** – As the name implies, this is an added facility for the resort goer who enjoys the concept of a spa in combination with other non-spa activities.

**DESTINATION SPA** – All guests participate in a variety of exclusivity structured programs, combining nutrition, healing, meditation, exercising, pampering, etc. Guests, who stay at one of these facilities, usually do so for a minimum of three to four days; some of these facilities only offer weekly programs. Rejuvenation, relaxation and revitalization are the goals of any of these three forms of spas.

**Abhyanga** – Massage using warm oil to relax the muscles. Using long strokes along the muscles and small circular movements at joints. Helps in the removal of toxins. Also aids in improving the suppleness of the skin.

**Acupuncture** – The ancient oriental healing technique using fine needles inserted into specific pressure points to remove blockages and restore balance to the body's energy meridians.

**Aesclepiions** – A Greek center for healing and nurturing, named for its founder, Aescleopios, who was a revered healer and philosopher of pre-Trojan War Greece. These centers were the ancient version of our centers for wellness and holistics.

**Aerobics** – Exercise regimen which elevates the heart rate; increases blood circulation, strengthening heart and lung, and encouraging weight loss through the burning of fat.

**AHA Mask Treatment** – The AHA mask which is used to rejuvenated tired, sallow skin has an anti-wrinkle effect. IT will leave your skin feeling finer-textured and well moisturized. Alphahydroxy acids help to stimulate cell renewal; through the very gentle peeling effect of the 0.5% AHA solution.

**Alexander Technique** – It is a method of learning to change the habits and movements of our everyday activities. It is not a passive massage but an education process or self-help tool that teaches you how to use an appropriate amount of energy for particular activity.

**Algotherapy** – A form of thalassotherapy where thin layers of heated seaweed are applied to the skin; infra-red lamps are also used in the treatment to maintain the heat of the prepared seaweed. Treatment reduces pain and functions as an anti-inflammatory.

**Aloe-Vera Body Treatment** – Outstanding to fight sunburn or irritated skin.

**Anerobics** – Exercise regimen that does not support blood circulation or delivery of oxygen to the muscular system, such as weight lifting and / or body building.

**Aquaerobics / Acquacize** – Exercises done in water involving resistance, which helps to strengthen body and tone the muscle.

**Aromatherapy** – Twentieth century term which is based on the ancient practice of utilizing essential oils to heal by “therapeutically” stimulating the nasal/olfactory senses, mental responses, circulatory and respiratory functions.

A relax massage with essential oils incorporated into the massage oils. These essential oils are extracted from different parts of the plants, such as the leaves, bark, roots, flowers and seeds. They may act as stimulants, cleansing and antidepressive among other effects. Enjoy total relaxation and experience the power of essential oils combined with acupressure and massage. This technique combats stress and revitalizes and balances mind and body.

**Asanas** – Various Yoga postures.

**Aslan Therapy** – Developed in Romania, gerovital drug therapy believed to combat the aging process.

**Aveda Therapy** – Based on ancient Ayurvedic principles. Sensory testing is conducted to choose an aromatic key element to create an overall sense of well being and balance.

**Ayurveda** – It is a holistic treatment, originated from India. It stresses on prevention of a disease more than healing. It emphasizes detoxifying, cleansing, rejuvenating, revitalizing with the aim of harmonizing the body, soul and mind. It is a complete way of life that incorporates a balanced lifestyle, diet, yoga and meditation.

**Bach Flower Remedies** – 38 flower remedies, each one specifically devised to treat a different feeling. The remedies work by stimulating the body’s own capacity to heal. The remedies are matched to the personality of the individual in order to treat the underlying emotional state to help to manage the emotional demands of everyday life.

**Bad**- German for bath. Baden: German for “to bathe”.

**Balneotherapy (Europe)** – It is the art of bathing in thermal waters, particularly hot springs water which is known for its richness in minerals and trace elements. It aims to improve mobility, strength muscles, fortifies immune system. Trace elements when absorbed by the skin provide healing effects to the various organs and system.

**Basti** – Ayurvedic herbal purification treatment.

**Baths** – The use of temperature and different ingredients to clean, detoxify and nitrify the entire skin.

**Beauty Express Body Scrub** – The essential beauty treatment eliminates impurities and revitalizes your skin, leaving it as soft and smooth as a baby’s.



**Biofeedback** – Tracking method of physiological responses and behavioral reaction to various situational stimuli. Used as an attempt in understanding human behavior and developing programs of modification to restore well-being.

**Body Buff / Scrub** – Similar to a salt glow, but using smoother elements such as jojoba beads, crushed nuts, pumice or loofah as the exfoliant.

**Body Composition Analysis** – Any method (caliper, electro, etc.) used to determine the percentage ratio of body fat to lean muscle. Used as part of a weight reduction / exercise program.

**Body Treatment** – Lighten Up Pressotherapy Treatment (Heavy legs). A computerized pressure therapy that helps to lighten up the load on overworked legs and feet. Strongly recommended for circulation problems and water retention.

**Body Wraps** – Line Body Treatments. The difference is the tight wrapping of the client (using bandages or plastic-film), causing a “Sauna-Effect” which opens the pores and increases the effects. Your body is wrapped in algae or a gel rich in marine active ingredients, generally applied on a dry floatation bed in order to activate the assimilation of ingredients. You want to refine your silhouette or regain energy? You will find the body wrap that suits you for instant results. (Dangerous in combination with low blood pressure! May cause unconsciousness.)

**Bowen Technique** – A gentle and dynamic body therapy that seeks to empower the body’s own healing process. It comprises sequences of small gentle moves at specific sites in the body. It aims to release muscular tension and energy blocks. It is a powerful complementary, non-intrusive therapy which is used in aiding the body to heal itself, particularly aches and pains.

**Brightening** – This Phytomer treatment is rich in principal active ingredients that brighten the skin. The treatment begins with an intensive exfoliation with natural hyper-pigmentation reducing properties. Then the application of a specific cream that really does help reduce appearance of hyper-pigmentation with long lasting results. This treatment’s original concept lets you choose to treat entire face or concentrate on a specific area.

**Brush and Tone** – Exfoliating treatments involving the dry brushing of skin to remove dead cells and stimulate circulation, and then applying hydrating oils or moisturizing agents to soften the skin. The dry brushing technique may also be used as a preparatory step for other treatments such as a seaweed wrap or fango/parafango.

**Cathodermie** – Electric stimulation of skin, in low voltage doses, believed to stimulate circulation and remove impurities.

**Cell Therapy** – This therapy involves the injection of lamb embryonic cells; believed to regenerate cell growth and reverse the aging process. This therapy is not FDA approved and not “legally” available in the U.S.A.

**Cellulo-actif** – This treatment is a surprising combination of a detoxifying self-heating mud and a cool draining gel and is very efficient for a localized excess weight. Your skin is visibly more soft, beautiful, firmer and smoother. You begin the treatment with an invigorating hot mud and end

wit ha chilling fresh gel. The combination of these two treatments helps eliminating cellulite, and improves the shape of the legs and stomach.

**Chelation Therapy** – The chelation therapy cleans the circulatory system and organs from heavy metals, removes calcium from the vessels wall and increases the micro circulation.

**Chinese** – This is a deep muscle massage which focuses on the body's pressure points and energy lines in order to revive you physically and mentally. IT also helps soothe out aches and pains and improve joint mobility – rejuvenating you al lover.

**Chiropractic** – A form of physical therapy involving manipulation of the joints of the spine, which also houses the spinal cord, in order to relive pain and alleviate other pathological problems. It based it philosophy that restoration of the integrity of the spine directly, affects the musculoskeletal, nerve and vascular system, which in turn affects all other systems of the body.

**Circuit Training** – Exercise regiment using a series of weight training devices combining the resistance with aerobics.

**Cleopatra Bath** – A mixture of milk, oils and essential oils.

**Clinical Esthetician** – Skin care specialist who may work in a medical environment, but not necessarily wit ha physician, on the treatment of skin related ailments.

**Cleansing** – Your body is deeply cleaned and oxygenated with a marine scrub; your skin is luminous and regains softness to the touch. Followed by a relaxing moisturizing massage the treatments gives your body vitality and glow.

**Collagen Eye Treatment** – This treatment is used to soften and plump our lines around the eyes. Hydrates and relaxes the eye area and includes facial cleansing and toner application.

**Colonic** – Irrigation of the colon for the purpose of cleansing trapped debris, which is believed to recycle toxins back into the system.

**Complementary Medicine** – None-traditional forms of medical therapies used to treat a variety of illnesses / deficiencies; these include vitamins, herbs, aromatherapy, meditation, massage, etc.

**Craniosacral Therapy** – Massage therapy focusing on the head and neck. A gentle therapy focusing on connecting the base of the skull and the spin which releases trapped spinal fluid. Gentle traction on the scalp and spine to release tension and restore symmetry. Especially helpful for those who experience migraines, and TMJ.

**Cream-Based Treatments** – Smoothens and softens the skin. Nitrifying effects.

**Crenotherapy** – Any treatment incorporating mineral water, mud and vapor.

**Cryo-tonic leg Treatment** (Varicose & Heavy legs) – This treatment combines the calming effects of menthol whilst decongesting, reducing swelling and improving blood circulation.



**Dancercise** – Aerobic regimen utilizing dance steps of routines.

**Dead Sea Mud Treatment** – or fango. This type of fango is nutrient and mineral rich and known for its detoxification and exfoliation properties.

**Dosha** – Dosha is the body type or temperament of a person. By knowing the dosha and the current state of balance of the individual, it helps the therapist to customize the treatment and the selection of suitable essential oil to use. The three doshas are Vata for blood, circulation and healing; Pitta for heat and metabolism; and Kapha for the structure of one's spiritual and philosophical self.

**Dulse Scrub** – Exfoliating body treatment, which utilizes dulse seaweed powder, which has been rehydrated with either water or an essential oil. This treatment removes impurities and dead skin cells and re-mineralizes the skin.

**Duo Massage** – Synchronous massage treatment done by two therapists; done properly, the sense of touch isn't discernible four hands are performing the treatment.

**Effleurage** – Gentle, sweeping, relaxing stroke with varying levels of pressure. Generally used to prepare the body for massage as well as to soothe and relax the muscles.

**Electrify Experience** – This unique treatment works wonders in improving muscle tone, firming, toning, and getting rid of unwanted fat deposits and cellulite. The CORPO 2 uses a low or high frequency.

**Endermologie** – Developed in France, this massage therapy reduces the appearance of cellulite, while defining the figure; performed by an esthetician specifically trained in this therapy.

**Energetic Massage** – Meridian-oriented light massage, to eliminate energetic blockings and to clear-up the energetic metabolism.

**Essential Oils** – The aromatic (liquid) substance extracted from roots, bark, flowers, grasses, etc., which are then used as part of a cosmetic or "therapeutic" treatments, such as aromatherapy.

**Esthetician** – Skin care specialist who focuses on the treatment of skin as part of a beauty therapy such as a facial or the treatment and maintenance of "healthy" skin.

**Exfoliation** – The process of removal and sloughing of dead skin cells. This process also aids in improving circulation through stimulating blood flow. The pressure used to generate the process, further aids in relaxation and stress reduction.

**Exfoliating Body Scrub** – Deep cleansing, revitalizing body scrub to soften, refine and improve skin texture as well as to eliminate impurities and dead skin cells.

**Facial Massage** – Used by cosmetologists, often as part of the facial treatments. A facial includes cleaning, massage, a deep cleaning of the pores, a mask (during the mask, the therapist



may apply a massage to the hands or feet of the client) and a finish (like make-up or sun lotion). It provides amazing relaxation.

**Filmo Body Treatment** – This body mask helps to improve the blood and lymph circulation, while improving the skin's hydration and elasticity. Start with an exfoliation and light massage. Next, firming, toning or slimming ampoules are applied according to your requirements.

**Filmomask Visage** – An anti-stress and nourishing treatment on the skin. It diminishes dark circles and puffiness around the eyes.

**Firming Gel body Wrap** – Wrapped in seaweed algae, your body absorbs the rich nutrients that eliminate toxins, water retention and bloating. At the end of the session, your body will feel toned and firm.

**Flotation Tank** – A tank filled with enough salt water so a person can float in it; lights are either dimmed or turned off. The combination of a darkened room and the floating process is an aid to relaxation and stress reduction.

**Flower** – Use of flowers and their essential oils, to gain anti-stress and harmonizing effects. Most often it is a mixture between various oils and an emulgator, to spread the water into an emulsion. The use of oils without emulgator will cause an intensive inhalation-effect and, while moving into and out of the water, it will spread over the entire body. This results in a higher concentration for the used substances.

**Foot Reflexology** – A therapy that focuses on the reflex points in the feet. The Chinese believe that specific reflex points in the foot correspond to different internal organs. By applying finger pressures to these vital points, it helps to remove the blockages along zones and restores the smooth flow of chi. Excellent for those suffering from insomnia, headaches and lethargy.

**Golden Spoons** – A product utilizing twenty-three karat plated “spoons” used as part of a facial; one is hot (actually warm to the touch) and the other is cold. The facialist applies alternately each one to generate efficacious penetration of the creams and lotions, and also to open and close pores, stimulating circulation. Based on the Kneipp Treatment Principle of alternating hot/cold, cold/hot.

**Gommage** – Body treatment that cleanses and rehydrates utilizing various creams applied in long massage-like strokes.

**Hammam** (Turkey/Middle East) – An area that uses herbs, oils and scrubs in a steam environment to cleanse the body.

**Herbal Wrap** – This algae body wrap is a translucent, non-oily gel formula that offers many benefits, including re-mineralizing, detoxifying and the reducing of fatty deposits. Treatment lasts between twenty and thirty minutes. Stimulates circulation, detoxification and relaxation. (The treatment process elevates body temperatures and heart rates. Not recommended for those with heart conditions, high blood pressure or when pregnant)..

**The Spa Industry – Shows Incredible Growth**

The results from an in-depth survey just conducted for the International Spa Association by Price Waterhouse Coopers provides hard numbers to back up the incredible growth being reported by spa professionals.

According to the results, 10 million visits are made to spas annually worldwide, generating over \$8 billion in revenues. Spas generate more in revenue than ski resorts (\$5.1 billion) and only slightly less than theatre box office receipts \$10.5 billion).

Other key finds include:

- There are 6,500 spas in the United States. Of these 70% are day spas, 4% are mineral springs spas and 4% are cruise ship spas. In 1987, there were only 30 day spas in the U.S. In 2013 there are over 8,000.
- Spas in the U.S. employ about 250,000 people full time and 60,000 part time.
- Employment at spas doubled between 2008 and 2013.
- The number of spas worldwide has grown at an annual rate of 20% yearly in the last five years.
- Spa industry revenues surged 25% between 2008 and 2013.
- Spa visits worldwide have increased almost 75% between 2008 and 2013.

**Herbalism** – A health alternative to treating certain non-life threatening ailments with plants and plant essences. May also be referred to as “folk medicine”.

**Holistic Medicine / Health** – Has its roots in “herbalism”, but also incorporates other forms of non-traditional approaches/beliefs such as Eastern disciplines, meditation, etc. The relationship of one with all elements such as environmental, physical, spiritual, emotional, etc., and the balance between those elements.

**Hormo Mast Treatment Plus** – This treatment includes collagen eye treatment in addition to the Hormo Mask treatments.

**Hot Stone Therapy Massage** – Heated and cooled stones are applied to the body with gentle pressure. The stones are placed over different body parts as well as in the palms, allowing the heat to penetrate the tissues, causing the muscles to relax. IT quickly brings the client into a state of deep relaxation is ideal for reducing anxiety and restlessness. It alleviates tense muscles – those suffering from chronic discomfort will find this therapy beneficial. Comes from a practice of North-American Indians.

**Hydration** – An exceptional treatment that soothes and revitalizes dry dehydrated skin. IT is based on an innovative technique of compressed gauze that releases the highly moisturizing ingredients of pheohydrance. A bust and neck massage helps cellular regeneration and restores the skin’s vitality. For 85 minutes you are pampered in a delicious atmosphere where the utmost is done for your comfort and well being, your mind is completely relaxes, your skin is moisturized and revitalized. It regains new moisture.

**Hydrotherapy** – Uses the properties of water, temperatures and pressure in the heating process. It uses the mechanical and thermal effects to stimulate the body’s reactions to cold and hot stimuli. IT is used to improve blood circulation, improve immune system and elimination of



toxins. Example of hydrotherapy include steam bath, sauna, Scot Hose, thalassotherapy, Vichy shower, whirlpool, Jacuzzi, herbal bath, etc.

Another term of balneotherapy, or any treatments utilizing water as the primary facilitator. Type of water is generally fresh/spring, as opposed to seawater (thalassotherapy).

**Infant Massage** – An excellent massage therapy that helps parents bond with the newborn. The nurturing touches help in the physical and physiological development of the baby. IT relieves common discomfort, improves the baby's immune system, muscular, respiratory system. It helps mother to recover from post-natal depression.

**Inhalation Therapy** – Treatments involving the inhalation of steam vapor, which may have been treated with medicine or natural herbal / mineral substances; used for respiratory, pulmonary or sinus related ailments.

**International Massages (European)** – A medium pressure massage to release tension, eases aches and pains such as tension headaches, stiff shoulders or lower back pains, using effleurage movements and Swedish techniques.

**Intestinal Cleansing** – The intestinal cleansing helps the body to flush the impacted feces that have been inside the body for years and are responsible for its permanent intoxication by these waste materials.

**Ionization** – A form of thalassotherapy where seawater has been ionized with negative ions, sprayed and inhaled; aids the upper respiratory tract.

**Jin Shin-Jyutsu** – Holding of energy to balance the mind, body and spirit.

**Japanese Enzyme Bath** – Wooden tub filled with fibrous material (such as wood chips) and plant enzymes, which naturally ferment creating a heated substance. Person is submerged in the mixture and allowed sweating out toxins; aids in the relaxation process, improves circulation and metabolism. Treatment time generally doesn't exceed one hour.

**Japanese Facial** – Energizing technique used to stimulate acupressure points through the lifting and toning of the face and scalp; believed to have a cumulative effect when used on a regular basis for firming the skin and preventing aging.

**Jet Blitz (France / Greece / Europe)** – A stimulating water massage, using a type of fireman's hose that emits pressurized water.

**Jetlag Massage** – Another name for Relaxmassage.

**Kinesitherapy** – Also referred to as physiotherapy, this treatment involves the active or passive movement of various parts of the body, and aids in the circulatory and strengthening of the body.

**Kneipp Baths** – Developed by Father Sebastian Kneipp. Herbal/mineral baths used as part of a regimented therapy of healing; used in combination with nutritional and exercise disciplines. Hot and cold therapy is a key component of this form of therapy (water, stones, pebbles, etc.).



**Kur** – German for “cure”. Spa-going, especially in European countries, has always been for therapeutic and recuperative reasons; hence, to go to a spa, was to take the waters, or to take the “kur”.

**La Stone Therapy** – Using hot volcanic oil stones to relieve stiffness and restore energy to the body.

**Laconium** – Similar to sauna using dry heat.

**Life Cell Therapy** – The life cell therapy aim is to rejuvenate the body by giving the essential element of different organ, the material imported from Germany.

**Liver Cleansing** – The liver detoxification aim is to clean this organ from impacted materials in it. This will consequently improve the general well being and help to remove the different stresses on this organ related to our chronic intoxication by insecticides, pesticides and from heavy metals of this polluted world.

The lymphatic drainage helps in re-stabilizing the circulation of this important circulatory system that decreases as we get older.

**Lomi Lomi (Polynesian)** – A gentle, deep massage using long, board strikes and rocking motion. Can be vigorous as the therapist uses forearms and hands.

**Lomi Lomi Massage (Hawaiian)** – A form of massages using rhythmic and rocking movements. Lomi Lomi uses the palms, elbows, fists and forearms during the massage. The massage technique releases congestion in the body and improves flexibility through the soothing dance-like movement.

**Loofah Scrub** – Body treatment utilizing the dead loofah plan as a friction implement to massage and exfoliate dead skin cells. Also improves circulation and relaxation.

**Lymph Drainage (Europe)** – A massage treatment, which stimulates circulation, reduces edema water retentions and frees up stored toxins, encouraging them to “flow” out of the body. Treatment is done either through manual massage, or as part of a hydrotherapy massage. Not a classic massage, but a soft and crossing-out treatment, supporting the fluid retention of the lymphatic systems. With medical education also used for example, to fight cancer-caused problems. It helps the lymphatic system to get rid of unwanted toxins and clear blockages.

**Manicure** – Get the nails in shape and a contribution to excellent style.

**Maternity** – Specially designed for relaxation and to give relief to expecting mothers.

**Marine Hydrotherapy** – A form of thalassotherapy bath/shower. Where water jets propel the seawater; massages, stimulates and reduces pain/inflammation.

**Marma Massage (India)** – A type of massage where strokes work on the body’s energy channels to release blockages.

**Medical Esthetician** – Skin care specialist who works in a medical environment along with a physician in either a pre-operative or post-operative situation.

**Meditation** – Any form of focusing on a specific thought, memory, breathing, etc., which encourages one to relax and achieve a greater sense of inner-self; to connect and balance the internal with the external-self.

The meditation sitting session helps in opening the body mind connection and relieves the different stresses, and an excellent anti-fatigue, decongestant that rejuvenates your expression and restores its sparkle. Ideally complements other treatments.

**Moisturizing Skin** – Moisturizing is your skin's guarantee to beauty. This intensive treatment is based on a mask containing highly moisturizing ingredients associated with a relaxing facial massage. Your skin is moisturized and smooth your face glows with vitality.

**Moor Peat Bath** – Organic material, nutrient rich used to alleviate stiffness and pain in localized areas.

**Morphology** – Attributed to Hippocrates, this specialized form of massage targets specific digestive areas; massage is done in combination with essential oils; this massage therapy requires specialized training and may be barred from practice in some states. The therapy is used to improve digestion and eliminate waste from the colon tract.

**Mud Body Treatment** – Excellent preparation for massages and against inflammations, like rheumatic diseases (Needs medical clearance).

**Naturopathy** – The discipline of natural medicine and healing through the power of nature and all natural substances.

**Neuromuscular Therapy** – Deep Massage used to locate spasms and hypercontraction in tissues. Eliminates trigger points that can cause stress, restores posture alignment, rebuilds injured tissues, increases flexibility and blood flow.

**NIA** – Non-impact aerobics; beneficial, yet not as rigorous as traditional aerobic exercise regimens.

**Oleation** – Ayurvedic adapted treatment using friction massage of blended essential oils (similar to an aromatherapy massage).

**Onsen** – A Japanese natural mineral thermal spring.

**Oxygen Facial** – Oxygen and other nutrients applied topically or sprayed onto the face to stimulate and reinforce the collagen level of skin; an aid to preventing aging. A luxurious re-moisturizing, relaxing and revitalizing skin treatment for face and neck. The combination of enzymes and AHA helps restore a luminous and radiant complexion.

**Panchakarma** – Ayurvedic cleansing and purification treatments using essential oils, massage and meditation techniques.



**Parafango** – The combination of paraffin and fango (mud). Used to detoxify, heat and exfoliate.

**Paraffin** – Heated/melted wax that has been infused with hydrating/emollient substances, menthol, etc. Used to ease pain and/or rehydrate.

**Parcours** – Outdoor exercise trail, usually less than two miles, with interspersed exercise stations.

**Pedicure** – Medical: To avoid inflammations and to be in average of upcoming diseases. Beauty: Pretty relaxing, but not everybody's darling, because the feet are part of the sexual taboo. Manicure and pedicure are often combined with a Paraffin-Treatment in advance, which causes the "Mini-Sauna-Effect" and results in a soft and smooth skin, like in shiny nails.

**Percussion** – Brisk, invigorating and stimulating strokes in rapid movements. Examples of percussion are hackling, pounding, beating, cupping and tapotement.

**Petrissage** – Kneading and rubbing movements to manipulate tissues and muscles to break down tension. It stretches the muscles improving suppleness and elasticity. Break down tension and stiffness in tissues and large muscles.

**Phoenicia wrap** – A treatment that improves circulation, helps eliminate fluid retention and cellulite. The seaweed based wrap will revitalize and energize you.

**Polarity Massage** – A technique of gently rocking, holding and massaging to stimulate relaxation, restore energy flow and encourage revitalization.

**Power Jet Shower** – Designated to stimulate and eliminate tension and stress with powerful jets of water directed at focal points of your body.

**Purification** – A self-heating mask that detoxifies and rebalances the oily skin, combined with the anti-shine effect of a purifying cream mask to diminish shine and instantly correct skin problems. Your complexion regains its luminosity.

**Radon Therapy** – An inert gas used in many European spas as part of a treatment process believed to stimulate organ functions and promote improved secretions of the glands, without any harmful effects or radiation.

**Rasul** (*Middle East/Turkey*) – Using mud on the body, this mud hut bakes the mud on for 40 minutes and fresh water from the ceiling sprinkles it off.

**Reflexology** – This treatment works on ancient Chinese beliefs of using the body's meridians, every part of your body is represented through the feet. Reflexology can perform a variety of tasks depending on your individual needs. It stimulates the organs, gets rid of toxins, eases aches and pains in addition to increasing circulation and generally improves and tones the body.

**Regeneration** – By employing the anti-free radical virtues of Marine spring water, this treatment provides comfort and suppleness to mature skin. A relaxing facial massage prepares the skin for



plasticating mask. It tones, lifts and regenerates and helps the epidermis fight the effects of premature aging.

**Reiki** – A subtle therapy involving the “laying of hands” in order to channel universal energy through the therapist to the recipient for healing to take place. Massage technique uses subtle stationary hand positions on points of tension or injury; the therapists hands are usually fully extended, and palms applied to the affected area. Causes energetic restoration and relaxation.

**Relaxmassage** – Like the name suggests, it is a relaxing massage, using slow motions and low pressure.

**Remedial** – Remedial massage is the answer to modern lifestyles. By combining physiotherapy and massage techniques on your muscles, you can release the negative effects of overwork or exercise to invigorate and energize yourself. Wonderful for anyone with backache, you can choose a 45-minute back and shoulderblades massage or go for the one-hour treatment which includes the 45-minute back treatment plus an overall body massage.

**Rolfing** – A series of deep tissue massages, which aim to re-establish the natural alignment and structural integration of the body. Consists of 10 sessions. Treatments are progressive with each session build on the previous one. Its aim is to aligning the body through loosening and freeing the shortened fascia therefore allowing the muscles to return to a balanced state.

**Roman Bath** – Ancient Romans had numerous baths that were used alternatively; hot, warm and cold. The varying temperatures aided in stimulating the circulatory system.

**Royal Thai Massage (Thailand)** – Similar to above, only the therapist does not use their feet to perform any of the movements. Friction – Rubbing by compressing tissues against bone, usually use on small area or specific areas of tightness.

**Salt Glow** – A hydrating and exfoliating treatment where small amounts of oil and coarse salt are applied to dampened skin in circular or elongated strokes. Also aids in circulation.

**Sauna** – A Finnish treatment of dry heat, in a wooden structure; the heat forces sweating and the elimination of toxins; open pores. A cold shower usually follows to close the opened pores and to stop the sweating process.

**Scotch Hose / Swiss Shower** – A water therapy treatment combining the use of stationary water jets (12 to 16) which are aimed at pressure areas of the skin; the water alternates between hot/cold, while an attendant also uses a hose targeted at specific pressure points; water temperature of attendant’s hose fluctuates between hot and cold. Stimulates circulation and relieves tension. Both treatments can be used/applied separately.

**Shiatsu** – A form of physical therapy where finger pressure is applied to specific acupressure points along energy pathways of the body to facilitate the smooth flow of “chi” through the body. Feeling in need of an all-over pick-me-up? This non-oil, ancient Japanese treatment combines acupressure with various stretching techniques to improve good health and overall vitality. By working along the meridian lines of the body, Shiatsu helps you walk away with improved feeling of well-being and a positive mindset.

**Shirodara (India)** – A traditional Ayurvedic therapy. A deep relaxing massage that balances the body and uses sesame seed oil poured slowly on the center of the forehead, to release tension as well as treating the Marma points (energy points).

Excellent for those suffering from sleeplessness, anxiety, depression and migraine.

**Siddha Vaidya** – Ayurvedic massage treatment where a pouch of blended herbs is dipped in essential oils and massaged over the body.

**Spinning** – Stationary bicycle exercise regime guided with an instructor; often combines a video projected image to give one the impression that they are cycling on a terrain of some sort.

**Sports Massage** – Technique of using quick and vigorous strokes, such as deep tissue, on localized body parts where a specific activity may have caused exertion and muscle tightness. Combines classical Swedish-style massage, with compression, neuro-muscular and trigger point techniques to reduce soreness. Excellent when preparing for sports activities or after strenuous workout. A warming menthol oil is used.

**Steam Room** – Area of wet, hot steam; promotes sweating, opening pores and ridding of toxins.

**Step Aerobics** – Fitness regimen of aerobic exercise in combination with a step platform three or more inches high.

**Stone** – Smooth, rounded, heated stones used as a massage medium for relaxation.

**Swedish Massage** – Massage technique employing the gentle but firm manipulation of pressure points and muscles; skin is lubricated with either a single or blended oil to promote friction and ease of manipulation of the skin.

A firm and invigorating, or gentle and sooth, way to break down toxins, release tension from muscle areas, ease muscular aches and create a sense of well-being.

(Comparative to the Therapeutical Massage, without medical education.)

**Swiss Shower** – Refer to Scotch Hose/Swiss Shower.

**Tai Chi** – Chinese martial art discipline employing deliberate/relaxed breathing and mental focus, in combination with slow sustained physical movements.

**Therapies** – In the context of a spa setting and/or environment, a set of prescribed processes designed to generate well being, a healing, relaxation, behavior medication, etc., which may affect a variety of internal/external ailments or conditions.

Specifically: PHYTO – plant; THERMAL – heat (including natural mineral springs), wet and massage/manipulation; BALNEO – water (collective adaptations/types); THALASSO – sea water and marine by-products; RADON – inert gas; and AROMA – essential oils. MASSO/PRESSO – manipulation of pressure points; PHYSIO – any of the masso/presso, thermal and mechanical adaptations.



**Scalp Treatment** – A gloriously relaxing yet invigorating experience. Let your therapist iron out the stress and strains of life as she massages the scalp – one of the main holding sites of tension in the body.

**Scrub and Polish Massage** – Enjoy an exfoliating body scrub to remove dead skin and leave the skin prepared to absorb the nourishing oils used for your massage. You will then be polished with exotic oils, to help relax and revitalize both the skin and mind.

**Seaweed** – As part of the trendy Thalassotherapy, detoxifying and nourishing (strong smell!)

**Seaweed and Body Mask** – After an exfoliation, your skin is ready to absorb the cocktail of trace elements and minerals contained in the 100% seaweed mask. Your skin is stimulated and revitalized and recovers its fresh, bright complexion. A wonderful boost for tired, heavy legs.

**Sliming Treatments** – Usage of thermal-active creams, lotions or gels to increase the skin's blood circulation and the decrease of fat-cells as result of the better metabolism.

**Sea Bliss Slimming Seaweed Wrap** – This blissful seaweed wrap draws out impurities and helps to contour your body in addition to eliminating cellulite and toxins.

**Swedhana** – A steam bath used to help perspiration and aid the body elimination of toxins. Sometimes specifically selected herbal oil is used to suit each individual's body type.

**Synchronized Indonesian Massage** – Two therapists in synchronized strokes for body massage.

**Tamazcal (Mayan)** – A traditional sweat lodge using heat to relax the body and open the pores. It is a sauna/steam treatment used for toxic elimination.

**Tandem** – Massage performed by two therapists at once.

**Thai Massage** – For anyone with tight muscles and joints, Thai massage increases flexibility and releases all that muscle tension by concentrating on pressure points as well as rotating and flexing the joints.

Using secrets developed over centuries of energy healing, Thai massage is very firm and is performed without oils. Can be vigorous.

**Thalassotherapy** – Usually carried out on coastal site, under the supervision of a therapist. Thalassotherapy combines the therapeutic benefits of naturally existing substances such as the climate, seaweed or algae, mud and other minerals present in the sea to help relieve imbalances caused by modern lifestyle. It helps improve circulation and metabolism, and reduce stress. Also, any treatment employing the utilization of sea water and marine by-products, which are mineral and nutrient rich, and which have curative or restorative property, benefiting the internal and external. From the Greek "thalassa", or sea.

**Therapeutical Massage** – is used to fight local high tensile areas usually at the back or the shoulders/neck. Requires a medical education.

**Trager Massage** – Technique of gentle rhythmic rocking movements to induce relaxation and relieve tension.

**Tuina (China)** – A vigorous traditional Chinese massage treatment that pummels, pounds and rolls the body while working on the energy channels.

**Ultimate Detoxifying Seaweed Body Wrap** – An intensive body treatment combining the therapeutic benefits of a hydrotherapy bath with the relaxing effects of a seaweed wrap.

**Ultimate Roman Bath** – A superb treatment that incorporates specific slimming essential oils, seaweed, and Oligomer therapy in a bath, to help reduce cellulite and stimulate blood circulation, followed by a parathermic body mask to reduce water retention and last but not least, a soothing, all-over body massage.

**Ultra Sound** – A therapy using sound waves emitted from a frequency-generating device. The device may also have the capability of utilizing heat as part of the therapy. Often employed by physical therapists to alleviate pain and discomfort to injured areas of the body.

**Underwater Massage** – Medical use of water-pressure to relief muscular tension eliminating the gravity through the bath.

**Vibrations** – To make muscles tremble and shake to loosen tightness and release tension.

**Vichy Shower** – Multi-jet mechanism suspended over a wettable used as part of various treatments such seaweed wrap, dulse scrub, fango, gommage, etc. Limitation of a tropical rain-shower from above and application of a soft and exfoliating massage. Helps to relax and stimulate circulation.

**Vitam C Mask Treatment** – This mask treatment will help protect the face from the harmful and aging effects of free radicals – from pollution – helping skin appear more radiant and supple.

**Watsu Massage (Europe)** – A Shiatsu massage performed in a warm pool where a therapist holds and moves the limbs.

A treatment combining the benefits of water tank floatation and the rhythmic and methodical stretching of limbs. Aids in flexibility and relaxation.

**Wai Croo (Thailand)** – The spiritual dimension (meditation) of Thai boxing engaging the mind and physical movements.

**Waxing** – Hair removal treatment using cold or hot wax.

**Whirlpool** – A heated pool which also has high pressured jets that circulate the water, targeting the body; aids in reducing stiff joints and aching muscles; very relaxing.

**Wraps** – The body is wrapped in a purifying elements such as clay, seaweed, or pre-treated herbal towels to draw out the impurities, relax muscles and detoxify the skin.

Steam and moisturizers may also be applied. There are many varieties of wraps, so contact the spa for more information and the menu of services



**Yoga** – Eastern discipline using various positions/postures (asana), controlled breathing, focused/centred concentration in combination with various physical movements designed to improve circulation, flexibility, and strength. Also a philosophical approach to balancing ones internal and external self.

