A photograph of a person meditating in a yoga studio. The person is sitting in a lotus position on a blue mat, with their hands in a mudra. The background is softly blurred, showing another person in a similar pose. The lighting is warm and natural, suggesting a bright, airy space.

american spa

THE SPA & WELLNESS AUTHORITY

WELLNESS TRENDS TO WATCH IN 2022

TRENDING IN THE RIGHT DIRECTION

THE SPA AND WELLNESS INDUSTRY IS CONSTANTLY CHANGING AND evolving, and 2021 continued to see some very big changes due to the COVID-19 pandemic. From the start of the pandemic, self-care and wellness became an integral part of people's lives. With more time to focus on themselves, and the mental, physical, and emotional toll the pandemic had on so many people worldwide, the healing power of spas became more important than ever. People visited spas for comfort and for a respite from the stress they felt because of the pandemic. Fortunately for them and our industry, many also discovered (or rediscovered) that a visit to the spa is beneficial in helping to restore and re-energize the mind, body, and spirit.

As someone who is continuously on the lookout for the next new trends, I always enjoy collaborating with spa and wellness professionals when attending trade shows, meeting with industry insiders, and learning about new product launches, spa openings, and creative offerings and packages. That's why, to help us come up with the hottest trends for 2022 to feature in this special report, I asked a variety of spa industry professionals to share their thoughts. What's more, I then combined these trends with insight from our report's sponsors to give you a comprehensive look at what's to come next year. As you will see, the trends featured in this report run the gamut from the benefits of ultrasonic therapy and shared wellness experiences to treatments intended to improve our overall health and promote longevity. In addition, technology continues to be a hot topic, and in this report, you'll learn how creating Instagrammable spaces can help attract and maintain clients, and how data-driven insights can help spas set ambitious goals and grow confidently.

I sincerely hope that you enjoy reading about these trends and insights for 2022 and that you can implement and utilize the information to help boost your own business. What other trends do you believe will be popular in 2022? I'd love to hear from you.

Wishing You Wellness,

Nicole Altavilla

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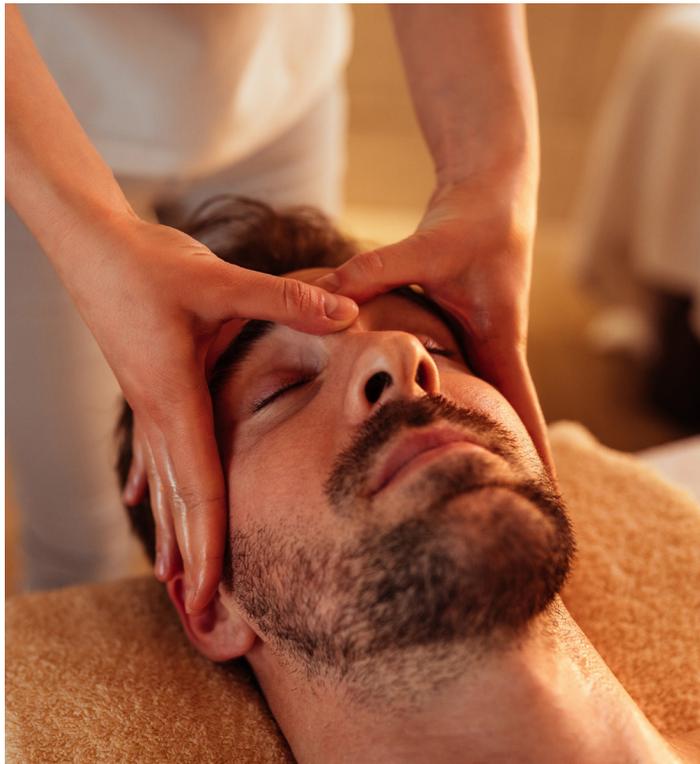
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Improving the Wellbeing of the Mind

Clients are prioritizing mental wellness by choosing treatments that help to address tension in the mind and body. **BY NIKKI MILLER**, director, Kohler Waters Spa

Heading into 2022, people are still experiencing many of the effects of the pandemic in different aspects of their lives, and we anticipate that Americans will continue to prioritize their mental wellness as well as physical health. As spa leaders, we see an opportunity to meet our guests where they are and dig deeper into the mind with rejuvenating treatments to aid in releasing anxiety and calming the nervous system. We expect an increased demand for soothing services that involve CBD to help relieve inflammation and increase circulation, as well as more holistic treatments like acupuncture and stretch therapy to address both mind and body tension.

Spa professionals are always ideating new ways to combine sensory modalities, such as touch, sound, vibration, and light into treatments to relieve deep stressors and bring guests a sense of calm. With mental wellness expected to continue to be a priority for 2022, we're honing in on the power of physical touch to connect on an emotional and physical level. Touchless services like virtual reality-focused treatments are soaring in popularity, and while we recognize the innovations of these treatments, we continue to see human touch as a very powerful and therapeutic spa technique. We expect services like those that incorporate touch, sound, vibration, and light will be sought out as guests seek to address imbalances and restore the mind, body, and spirit. ●



PHOTOGRAPHY: GETTY IMAGES



BIO: A firm believer that beauty starts from within, Nikki Miller has been in the wellness industry for more than 20 years.

She started her wellness journey in 1997 when she finished her medical esthetic license and later was oncology-trained and certified in reflexology,

hydrotherapy, and lash artistry. Miller's passion is educating on overall health and wellness starting from within and finishing with daily rituals that will aid in a better you. She is the director of **Kohler Waters Spas**, including five locations globally, and continues to share her knowledge and passion with everyone she touches.

The Desire for Shared Wellness Experiences

After being separated from loved ones for so long, clients are looking to reconnect with family and friends at the spa.

BY MARIELLE SMEETS, senior director of resort experience, Hilton Aruba Caribbean Resort & Casino

Following more than a year and a half of social distancing and being apart from loved ones, clients are looking to reconnect with family and friends—and more and more frequently, they're doing this through shared wellness experiences

and partner pampering. Couples' treatments have been steadily on the rise this year, and this trend will only grow stronger in 2022. To counter the stress of the past months, guests are looking for stress relief, relaxation, and renewal from spa treat-

ments, and want to unwind and reconnect together. Spa experiences are becoming more social activities. Rather than sitting alone in a treatment room with a therapist, guests want to enjoy the rejuvenating elements of the spa with others—whether they're romantic partners, friends, or mother/daughter groups.

Two of the top three most frequently booked treatments at **Eforea Spa** at Hilton Aruba Caribbean Resort & Casino (Noord) in the past several months have been couples' treatments, with the Tempo Pa Dos couples' massage as the most popular choice. These experiences for two are often booked in the resort's outdoor oceanfront spa cabana for an open-air experience and an extra level of privacy. Couples and friends are also seeking active outdoor spa and wellness activities like outdoor yoga and beachfront sunset meditation to strengthen relationships through shared experiences. ●



BIO: Marielle Smeets is the senior director of resort experience at Hilton Aruba Caribbean Resort & Casino, where she oversees the Eforea Spa, resort recreation, guest experiences, and more. Smeets has been in the hospitality industry for more than 13 years and graduated from Hotelschool The Hague in the Netherlands.



The Use of Air Filtration Systems to Keep Clients Healthy and Safe

Clean air and clients' wellbeing are among the main priorities necessary to run a successful business today. **BY MATT TRAIGER, owner, Jesamondo Salon & Spa**

It's no secret that the COVID-19 pandemic took a toll on business owners. For spa and salon owners who make their living through physical interactions with clients such as touching their hair for a haircut, touching their face for a facial, and touching their hands for a manicure, it was essential to put in extra precautions to continue providing these services. This was also important because the interest in self-care and spa and salon visits actually increased during the pandemic with so many people around the world feeling anxious, stressed, and worried about their lives. While businesses have reopened, the coronavirus still remains a serious public health threat. Therefore, spa and salon owners have had to use creative ways to keep their clients safe and healthy while still allowing them to relax, refocus, and care for themselves. The obvious ways of staying safe will be to continue using masks, provide hand sanitizer, clean thoroughly, and practice social distancing.

“There are ways that spas and salons can go the extra mile to keep their clients healthy.”

However, there are ways that spas and salons can go the extra mile to keep their clients healthy. In 2022, it will be common for many spa and salon owners to invest in much higher quality air filtration systems because clean air and clients' wellbeing are top priorities. Investing in higher quality air filtration systems can be effective against both surface and airborne contaminants such as viruses including COVID-19, E. coli, staph, norovirus, H1N1, and listeria, as well as bacteria and mold. These types of devices use humidity and oxygen to deliver safe levels of dry hydrogen peroxide into the air. They are commonly used by professional athletic teams, and in stadiums and hospitals. Now spas and salons are looking into these types of systems. At **Jesamondo Salon & Spa** (Natick, MA), we use a microbial reduction system that is tucked into air vents in the ceiling. Systems like this are catching on fast, as business owners in the wellness space realize how safe and effective they are

at keeping businesses open and providing peace of mind to clients so they can relax and remove their masks safely and with less risk of exposure to germs. 2022 will be the year business owners truly upgrade their spaces and take some of the behind-the-scenes measures to ensure longevity for their business now that they've seen how detrimental it can be to have to shut down. ●



BIO: Matt Traiger, owner of Jesamondo Salon & Spa, is not your typical salon owner. Traiger is trained as a CPA, and after years of working with the salon on the financial side, realized he had a passion for the business and a lot to offer the growth of a salon from his business and financial perspective. In 2014, Traiger took over the salon when its original owner retired, and he has worked to continue the growth and expansion of the company, while retaining and strengthening the compelling familial culture that the original owner had integrated into the salon.

Ultrasonic Therapy for Better Treatment Results

Sound waves can enhance the benefits of microdermabrasion by allowing for deeper product penetration. By Laura Root, author and certified surgical technologist



By now, we know that microdermabrasion is a safe, reliable treatment for most skin types and conditions that can be combined with various modalities. One modality that greatly enhances the benefits of microdermabrasion is ultrasonic therapy—the use of sound waves to assist with permeating the wall of the dermis allowing for deeper product penetration (among other benefits) and better treatment results. But how does this process work, and how is deep product penetration better than simply placing creams or serums onto the surface of the skin?

How Ultrasonic Technology Works

Ultrasonic uses oscillating sound waves at specific frequencies to create mechanical effects in tissues, like ripples on water, and is transmitted to a handpiece applicator or sound head. The sound head converts the electrical energy into ultrasound, tiny mechanical sound vibrations that are delivered to the tissue via direct contact through a gel-like serum or cream. The serum or cream must first be ultrasonic-compatible and mostly clear to allow it to couple and transmit the ultrasonic energy. Additionally, the active component of the gel must be small enough to penetrate micropores, hair follicles, sweat ducts, and between the spaces in elongated keratinocytes plates in the upper epidermis.

The Basics of Sound Wave Frequencies for Aesthetic Purposes

The most common sound wave frequency used for therapeutic applications is 1 megahertz (MHz) with the next most common frequency being 3 MHz. One MHz systems penetrate 40 millimeters (mm), and will only be used for surgical aesthetic applications involving substantial tissue masses such as the thighs, flanks, and stomach. Two MHz frequency offers the best, safest parameters, and appears to be the ideal treatment frequency for facial aesthetic applications because the depth of penetration is limited to about 12 mm. Three MHz should be reserved for superficial tissue effects, surface defects, and assisting with scar revision.

Thermal Effects/Benefits of Ultrasonic for Sagging Skin

For facial applications, an appropriate ultrasonic frequency is 2 MHz. However, when combining modalities, diamond tip microdermabrasion with a lower frequency—such as 4 MHz—may be more appropriate because

microdermabrasion removes dead skin, then ultrasonic opens the cell wall making it more permeable allowing for deeper product penetration. At 2 MHz, it penetrates 8-12 mm into tissue, which allows it to also target major blood supplies in facial structures. Apart from enhancing topical delivery, ultrasonic also has thermal effects that cause blood supply to be heated above normal temperatures. Our blood must self-regulate and the only way to achieve this is to deliver normal temperature blood to the area to cool it down. When blood flow increases, fibroblast proliferation takes place, with resultant increased collagen deposition. Other thermal benefits include tightening of existing collagen and elastin bundles that improve the appearance of sagging skin.

Non-Thermal Benefits of Ultrasonic Therapy

Suggested non-thermal effects of ultrasonic include micro-massage, which is the movement of fluids along cell membrane boundaries, resulting from the mechanical pressure of exposure to ultrasonic, and provides an increase in membrane permeability, vasoconstriction and/or dilation, and cavitation.

Conclusion

Membrane permeability is of great importance to medical aesthetic treatments because it assists in the delivery of beneficial ingredients deeper into tissue. While simply placing treatment serums or creams onto freshly exfoliated skin will result in some product absorption, the amount that will effectively penetrate the dermis is minimal. The combination of microdermabrasion and ultrasonic results in greater product penetration because the use of sound waves assists with permeating the wall of the dermis, allowing for deeper product penetration. Beyond product penetration, the benefits of the combination of these two modalities also include: collagen deposition, skin tightening, and micro-massage.



BIO: Laura Root has been licensed in aesthetics for more than 27 years, a certified surgical technologist, and is an international CIDESCO diplomate. She is also the author of four books for the skincare professional, including *Techniques & Protocols for the Medical Skin Care Clinic* and *The Skin Care Professional's Chemistry & Ingredient Handbook*.

The Future of Beauty is Sound



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Over 20 years ago we revolutionized the modern-day facial with the diamond tip exfoliation system. Prior to this revolutionary innovation, the industry standard for microdermabrasion was crystal microdermabrasion—which exfoliates by spraying aluminum oxide crystals onto the skin. Crystal microdermabrasion is messy and can cause damage to sensitive areas of the face such as eyes and ears if not applied properly. Additionally, since crystals tend to be irregularly shaped, they can cause damage and small tears to the skin resulting in unwanted inflammation. The introduction of DiamondTome wands with genuine diamond-encrusted tips set a new, gold-star standard for microdermabrasion. They also gave skin care practitioners more control over their treatments with less room for error, allowing them to provide consistent and reliable services every time.

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Easier Access to Treatments

Smartphone technology has made it easier than ever for clients to arrange for spa treatments tailored to their needs.

BY ALEXANDER ZURIARRAIN, M.D.,
double board-certified plastic surgeon,
Zuri Plastic Surgery

The medical spa industry has undergone significant changes since the beginning of the pandemic. We have seen an increase in the need to tailor treatments to our clients that involve being in a more private environment. The hottest trends in the medical spa industry for 2022 deal with the ease of access for treatments. There will be a significant increase in at-home treatments for those people who would rather have a more tailored experience in the safety of their homes. Top trends include the use of smartphone applications that allow the user to find an esthetician, masseuse, or other medical spa professional that can perform their treatments at home. This is consistent with people using applications to order everything from groceries delivered to their doorsteps and dinner to their homes, to rideshares for their daily commutes.

Our world has truly become digital, and the use of the smartphone will have a significant impact on the spa industry. The major benefit to the use of these applications is the ease of access to spa therapies that traditionally were in very high-end hotels or physical businesses. Most people who work full-time jobs do not have the capability to spend one or two hours undergoing spa treatments outside of their busy work



PHOTOGRAPH BY GETTY IMAGES

schedule. This allows them to book their spa treatment of choice at their home or office in a more controlled and scheduled fashion. This technology has also allowed for men to dramatically increase their use of spa treatments, as they can now obtain them more readily. Men are increasingly using spa services, as the focus on the male holistic wellbeing has become quite popular. Men are very much interested not only in their physical appearance with services like laser hair removal, but they are also concerned about their mental health. Regarding easier access to treatments, there are many spas that are also including complimentary transportation to and from their locations, and this will continue to be a hot trend in the spa world. ●



BIO: Alexander Zuriarrain, M.D., FACS, is a double board-certified plastic surgeon. He is an assistant professor for the

department of surgery at Larkin Community Hospital, Lake Erie College of Medicine, and a faculty member at the FIU College of Medicine. Zuriarrain specializes in aesthetic procedures of the face and body including facelifts, eyelid surgery, rhinoplasty, breast augmentation and breast reduction, abdominoplasty, Brazilian butt lifts, and liposuction, among others. He is the founder of **Zuri Plastic Surgery** (Miami).

Longer Spa Treatments are Here to Stay

Clients are gravitating toward longer and more involved body treatments and rituals.

BY LINDSEY SAPPENFIELD, spa director, Pallavi Luxury Spa at Wyndham Grand Clearwater Beach

We have rediscovered that which has always been true, our health and time are our most precious assets. Time spent on oneself, is time well spent. By dedicating to a self-care and wellness routine, one can see long-term benefits. A major trend going into 2022 is the increase in longer spa treatments. Clients are gravitating toward longer and more involved massage treatments and body rituals versus the standard 50-minute session.

After a menu redesign in July 2021, **Pallavi Luxury Spa** at Wyndham Grand Clearwater Beach (FL) has

seen 100-minute treatments boom in popularity. Currently, our most popular standalone service is the Deep Blue Sea body treatment. It is a 100-minute therapy that combines a fine white sand and crushed coconut scrub, a remineralizing vegetal coral wrap that flows into a 50-minute Swedish massage incorporating table Thai stretching. These longer treatment times allow the mind to quiet and the guest to be immersed in total relaxation.

Additionally, more time for therapists with each individual guest leads to improved outcomes. The more engaged your team is in providing a high level of service, the more satisfied the guests are overall. This translates to increased revenue with more rebookings, retail purchases, and better guest retention.

The winning formula is simple. Combine at least 50 minutes of massage and then get creative. At Pallavi Luxury Spa, we have curated four unique 100-minute body

services. We add Thai-style stretching, wraps, scalp massage with hot towels, foot reflexology, scrubs, masks, and CBD—the possibilities are endless. The more interesting treatments that I have seen on other spa menus include energy-balancing like Reiki or chakra crystal therapy. Some spas combine their Vichy and Swiss showers or add in Ayurvedic elements. The guest feels confi-

“Longer treatment times allow the mind to quiet and the guest to be immersed in total relaxation.”

dent in choosing these experiences because they know they are getting their tried-and-true massage at the core. They are willing to branch out of their comfort zone and fall in love with other offerings.

Longer facials play into the equation, as well. We have a 100-minute face and body service, and a 100-minute dedicated facial-only treatment. Guests are craving hands-on pampering, but also expect powerful results. With more time, we can deliver. We offer treatments like facial cupping, lymphatic drainage, LED light therapy, microcurrent technology, facial acupressure, jade rolling, gemstone healing, and poultice massage. Using powerful technology, active ingredients, and the healing hands of the estheticians, you will have loyal customers.

The data shows the full picture. After pulling reports on 2019 and late 2020, I have seen staggering growth in our 100-minute services versus the 80 minutes that were offered in 2019 and 2020. We decided to completely discontinue our 80-minute services and move to 100 minutes only. With the growth of between 148 percent to 668



PHOTOGRAPHY: LGETTY IMAGES

percent per 100-minute treatment, they are here to stay. Make sure you don't miss out on this trend by providing guests the option for longer and more intensive therapies. Your bottom line will thank you. ●



BIO: Lindsey Sappenfield has more than 15 years of experience in the spa industry as a licensed massage therapist and esthetician. She is currently the spa director at Pallavi Luxury Spa at Wyndham Grand Clearwater Beach. Prior to that, Sappenfield served as the assistant spa director at **Spa Oceana** at The Don CeSar (St. Pete Beach, FL), and has held positions in spas across the U.S. including **Heavenly Spa by Westin** at The Westin Maui Resort & Spa, Ka'anapali (HI) and **The Waldorf Astoria Spa** at Waldorf Astoria Orlando (FL).



An Increase in Preventative and Combination Treatments

These treatments help clients maintain and achieve natural, healthy, and balanced results. **BY WINNIE MOSES, M.D., founder and medical director, Parfaire Medical Aesthetics**

The most significant aesthetic trend for 2022 will be a focus on preventative treatments and combination treatments to maintain and achieve natural, healthy, and balanced results. As for the growing interest in preventative treatments, more Gen Z and younger patients are realizing the preventive benefits of Botox in particular, which we call the king of the neuromodulators. They reduce the development of wrinkles caused by daily ordinary facial muscle movement. By starting early with Botox, it will reduce the muscle movements, thereby preventing the static wrinkle formation. It's better to prevent wrinkle formation than to correct the wrinkles later. For

patients in their later 30s and older, I see the trend of applying multiple and combination treatment modalities to more aggressively and effectively address and correct the issues of skin sagging, volume loss, wrinkles, and skin quality. This, of course, requires a professional consultation to help the patient develop a treatment plan and roadmap.

In addition, more patients will seek to improve the entire facial profile and shape, rather than just focus on single areas of enhancement such as lips or cheeks. ●

BIO: Winnie Moses, M.D., established **Parfaire Medical Aesthetics** (Pasadena, CA) in 2015 to deliver world-class quality



cosmetic treatments at affordable prices. A beauty maven herself, Moses's passion is to help people achieve their best appearance and highest level of confidence through the most effective, yet minimally invasive cosmetic treatments. Prior to entering the beauty world, she earned a master's degree in biochemistry from the Colorado School of Mines (Golden, CO) where she graduated second in her class with honors. She received her medical degree and completed her residency training at the Albert Einstein College of Medicine (Bronx, NY).



LED Light Therapy for Hair Restoration

LED light therapy enhances hair growth by targeting and boosting biochemical processes in the scalp and hair follicles. BY DENISE RYAN, vice president of brand management, BioPhotas

With its technological advancements over the last few years, low-level light therapy (LLLT) delivered by light-emitting diodes (LED) has become an affordable and effective treatment option for skincare professionals looking for low-touch, non-invasive, and non-toxic solutions for a variety of skin conditions. In addition to rejuvenating the skin and treating general pain conditions, LED light therapy is now emerging as an effective treatment for those suffering from hair loss. Male-pattern baldness, also known as androgenetic alopecia (AGA), accounts for 95 percent of hair loss in men. Research shows that by age 35, more than two thirds of American men suffer from hair loss, and by age 50, 85 percent of men deal with thinning hair. AGA is a common hair loss condition that is characterized by the miniaturization of hair follicles in the frontal and parietal regions of the scalp.

Hair loss is not a strictly male health concern. Women make up a significant percentage of those suffering from hair loss. According to the American Academy of Dermatology, 40 percent of women have visible hair loss by the time they are age 40. Hair loss in both women and men can have an emotional toll impacting their self-image and potentially their mental and emotional wellbeing.

The market for real hair restoration solutions is booming. The global hair restoration market was valued at more than \$4 billion in 2020 and is expected to grow by 15.4 percent over the next few years. LED light therapy complements currently existing treatments and procedures (prescription drugs, PRP, stem cells, transplant surgery) to enhance an individual's outcome for maximizing hair growth.

Science Supports Using LED Light Therapy

Low-level light therapy is a proven, effective, and safe treatment for hair loss, aging skin, and a variety of pain conditions. It is also non-invasive, non-toxic, and painless. It enhances hair growth by targeting and boosting the biochemical processes in the scalp and hair follicles. It is thought that through photobiomodulation, red light energy emitted by low-level light therapy devices may encourage hair growth

by accelerating keratinocyte and fibroblast mitosis, inhibiting nitric oxide, and reducing inflammation.

Red light LED devices have been cleared by the FDA for the treatment of male and female pattern hair loss. It helps to proliferate hair follicle size and prevent catagen hair development (the end of the active growth of a hair). Substantial research has supported light therapy's ability to regrow hair lost due to androgenetic alopecia with minimal degrees of side effects and adverse events.

Elevate Your Business

Grow your spa menu by offering LED light therapy for hair restoration. Adding this to your menu of services can help bring in new clients and adds an additional source of income, as you may now offer in-practice hair treatments. Or you can choose to rent or retail devices to your clients so they can continue treatments at home.

Light energy hair devices can be an effective standalone therapy or adjunctive therapy to medication and topical prescriptions for optimal hair regrowth. Dermatologists and medical practitioners specializing in hair restoration can ensure proper diagnosis and treatment recommendations. Individuals should consult with their physician for a correct diagnosis and to determine if light therapy is suitable for their category of hair loss.



BIO: Denise Ryan has more than 30 years of sales, marketing, and product management experience in dental and medical device manufacturing. Ryan's secret weapon is her unique ability to uncover what's truly special about a product or service and then passionately enroll others in that belief. Ryan has been with BioPhotas since January 2012 as Celluma

product manager, director of sales, and currently serves as the global vice president of brand management. Ryan writes and speaks internationally on the science and benefits of low-level light therapy.

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An End to the Static Spa Menu

Today's spa guests are demanding customized treatments that address their specific needs. **BY ILANA ALBERICO, CEO, ISM Spa**

The "one-size-fits-all" spa model no longer serves guests and spa therapists post-pandemic. As self-care and paths to wellbeing have become paramount, today's spa guests are demanding customized treatments that address their specific needs. At the same time, staffing has become the spa industry's number-one challenge as therapists are reluctant to return to work. ISM Spa has eliminated the



traditional static spa menu in the 20 spas we manage and replaced it with customized massages and facials through our new booking platform, Spa Space. This allows us to meet guests' personalized wellness needs. Our therapists feel empowered to use their unique skills, and love having the freedom to

design a treatment experience that is unique and personal to that guest.

For the following reasons, a move to customized spa solutions is a trend for 2022. First, it works for spa therapists who chose the healing arts because they are dedicated to serving others. Many find it restrictive to be bound by a spa's static menu. We put the wellness of our providers at the forefront by offering the freedom and flexibility to work on their own terms. The next reason relates to spa operations and profitability. Most resort spas develop signature treatments to pay homage to their region, with a focus on indigenous botanicals and therapies. Guests find exotic services on the menu—with standardized protocols and elaborate, choreographed rituals—that align with that property's brand identity and vision. Or they choose from specific treatments or modalities like shiatsu, lomi lomi, or cranial sacral.

The challenge with this approach is twofold. Once a spa director or spa consultant develops a specific signature treatment menu, it puts the therapist in a box and also creates an operational challenge. Therapists need to be trained on all the services at significant time and cost. These off-the-shelf types of treatments focus more on the property than the guest. If we do not train all the therapists on the signature treatments, we must employ a system to match a certain therapist trained with a particular treatment. The reservation system must facilitate that process, or management must train the front desk and reservation staff on who does what and who is available at what time. This

becomes a significant operational burden.

The most important reason is the guest. Post-pandemic, spa guests expect spa treatments to do more than make them feel good—they want them to improve their wellbeing. We see a need for the services we provide to not only be authentic and personalized, but to produce desired results that are individual to each guest. As in other industries, higher levels of personalization, on-demand services, and the unforgiving power of public opinion will drive the future of spas. Ripping up all the protocols has made it easier for therapists and guests to truly connect. Instead of the guest picking a deep-tissue massage off a static menu, a matching algorithm pairs guests with providers based on needs and preferences. Staff is present to deliver what the guest really needs at that moment, with any modality in their toolkit. ●



BIO: Ilana Alberico is an award-winning business visionary and serial entrepreneur with more than 20-plus years in the spa industry. Today, she leads

a dynamic collection of wellness companies including boutique wellness design and spa management firm ISM Spa and Spa Space Chicago. As CEO of ISM Spa, Alberico oversees a team of hundreds operating 20 full-service luxury spas across the U.S. In 2015, Alberico received the Women Entrepreneur, Best in Business award from the Asheville Chamber of Commerce (NC).



Microdermabrasion as the Foundation for Healthy Skin

When clients return to the spa post-pandemic, microdermabrasion can help their skin look younger and healthier. **BY KATE BALLAERA, esthetician, Simply Posh Aesthetic Spa**

One of the biggest trends for 2022 is getting back to basics with an esthetician after an unprecedented time of only having access to at-home skincare. As we attempt to get back to normal, our skin needs a medical-grade refresh. One treatment that nearly every skin type can benefit from and that every person, regardless of age or gender, needs, is microdermabrasion.

Microdermabrasion goes hand in hand with facials for being the foundation for healthy skin. Microdermabrasion is an easy and non-invasive procedure that renews skin's outer layer. This quick and painless procedure yields excellent results, smoothing out skin's texture; minimizing fine lines, acne scars, and stretch-marks; reducing pore size; and quite simply, rejuvenating skin to a younger- and clearer-looking complexion.

There is zero prep work for the client before a microdermabrasion treatment. However, it is important to advise them to stop using any at-home exfoliators, retinols, or astringents for the day prior. Any active wounds or acne lesions will

be avoided during treatment. There is little-to-no downtime afterward. Clients might leave with some slight irritation that will present in a rosy coloring of skin similar to that of a sunburn that will clear up within a few hours. The best part? Clients will see results immediately after the treatment. Skin texture and fine lines will be noticeably smoother after just one visit. Skin will appear brighter, plumper, and rejuvenated. Clients can apply makeup on the same day with zero restrictions, unlike some other more invasive treatments.

The microdermabrasion treatment will begin with a basic facial. Skin will then be cleansed and steamed to open pores and to remove any impurities. Once properly cleaned, the true exfoliating treatment will begin. A pain-free, handheld microdermabrasion wand is used across the face, utilizing suction and dispersing crystals to remove dead skin cells, rehydrate skin, and leave it with a clear, glowing complexion. The basis for microdermabrasion is to remove the dead epidermal layer of skin and trigger a dermal rebuilding process

that will promote collagen and a more youthful appearance. The procedure is typically followed by a relaxing, enjoyable facial massage where products targeting the client's specific skin needs will have peak penetration abilities. Rounding out any facial service should be a facial mask to help calm inflammation or irritation.

Although one microdermabrasion treatment will undoubtedly get skin back on the right track, clients might want to book it in their monthly lineup of self-care to see the best results possible. There's no better way for clients to put their best face forward than with a fresh resurfacing from microdermabrasion. ●



BIO: Kate Ballaera is an esthetician at **Simply Posh Aesthetic Spa** (Bellmore, NY). The spa offers non-invasive aesthetic medical procedures

designed to rejuvenate and enhance beauty for its clients. It is connected to Advanced Dermatology, P.C., a dermatology practice with locations in New York and New Jersey.

Creating Instagrammable Spaces to Boost Business

Clients are more likely to frequent a spa that not only provides exceptional service, but also makes them feel elegant. **BY GRETCHEN TIERNAN**, co-owner, **Sand Spa**

We believe that the action of evolving typical, standard spas into Instagrammable self-care safe havens will have an advantage in becoming some of the most profitable, successful business models for spa owners in 2022. Spas with elevated, luxurious decor and clean atmospheres will thrive in the new year. Whether it is a medical spa, salon, or standard beauty spa, we continue to see social media drive the wellness industry, with approximately 45 percent of consumers actively using social media platforms. Creating Instagrammable self-care safe havens can be a driving force in increasing the business's shareability. These added design and aesthetic elements can really give clients the opportunity for a much-needed escape from their everyday lives and also offer them the pampering they are looking for.

Clients are more likely to spend money and return to a spa that not only meets their requirements for an exceptional service, but also one that makes them feel elegant. When spa owners invest in trendy decor and interiors, they can inspire clientele to not only become loyal, routine visitors, but also encourage them to share their lifestyle and experience with their friends and family via social media channels. A simple Instagram Story or TikTok review can lead to virality and increased profitability. Spa service demand is often driven by clients who ultimately want to lead healthier, happier, pain-free lives. By

investing in decor and aesthetic elements, spas and salons will increase their likelihood of attracting new customers and retaining current clients. Buying into this concept of self-care safe havens is a worthy investment that can drive the surrounding interest and audiences on Pinterest, Instagram, TikTok, and Facebook. Not only do clients enjoy their experience, but it also makes them want to share it and influence others.

Design elements like lighting, neutral colors, elevated chairs, and waiting areas attract consumers of all backgrounds, especially men, who statistically spend more money on wellness-based services than women. There are many benefits to creating a self-care safe haven. Not only does it benefit the client's experience and attraction to the spa, but it also expands the business's reach and brand awareness on an entirely new level.

The aesthetically pleasing atmosphere can add to the spa's value, as well as add to the existing high-quality services provided. For example, at our **Sand Spa** locations in Manhattan Beach, CA, Hermosa Beach, CA, and West Hollywood, CA, we really leaned into our beachfront, seaside locations to create our alluring aesthetic. We hired local artists for murals and added neutral color schemes with blues and nudes for an elevated aesthetic beach theme. Our clients not only love our facial, massage, nail, and meditation services, but they also love the



immersive experience we provide the minute they walk in our doors. The spa industry is expected to grow by approximately 13 percent in 2022—it's an exciting time to be able to offer clients relaxation and pampering outside of their homes. Elevating the atmosphere of your business will set your spa apart from industry competitors in the new year. ●



BIO: Gretchen Tiernan and her wife Megan Richardson-Tiernan started Sand Spa, an affordable one-stop spa, in 2013 with one location in Manhattan Beach, CA. It has since grown to more than four locations and can be found in various hotel spas throughout Southern California. Sand Spa is a modern spa experience to fit the everyday needs of all clients.

The Power of Data

Data-driven insights can help spas set ambitious goals and grow confidently. BY Karen Norris, head of demand generation for North America, Phorest Salon Software



The hottest trend in the spa and salon industry isn't a technique or a product, it is data. And with 2022 on the horizon, spa and salon owners need to make use of the right data to get a clear picture of their business's health and refocus their strategy for the year ahead. Fortunately, many business owners already have a wealth of data about their customers, marketing channels, sales volume, and staff performance at their disposal. In fact, we have never been more armed with data than we are today. Still, not everyone appreciates how to get the most value from it. Using data-driven insights will give your business a significant edge over its competitors, enable you to set ambitious goals, and grow confidently.

Successful business owners will use data-

driven insights in five key areas to drive growth:

1. Daily Operations and Productivity

Time is often the most precious resource in a spa or salon. Make sure it is being used effectively. However, remember that sustainable revenue growth comes from maximizing a combination of services and retail. Average ticket value is a central indicator of your business success. This demonstrates if you are getting maximum value from every client interaction. Consistently strong average ticket sizes per day, and per staffer, are a good measure of how well you've nurtured long-term client relationships. Clients will be more open to adding on services when they have felt consulted on a personalized treatment plan.

- Daily Total Sales (services and retail)

- Average Ticket Value (services and retail)
- Retail-to-Service Ratio (number of product units purchased per service appointment)
- Bookings vs. Total Available Appointment Slots (utilization)
- Gift Card Sales, if available

Pro tip: By carefully monitoring the balance between sales and efficiency, you can identify areas where service providers have a low utilization rate. This way, you can coach them to provide great service in a more timely manner.

2. Client Relationships

Naturally, a full appointment book looks like a good sign. However, the sheer number of clients who come through the door isn't all that matters. Depending on your business goals, you'll want to understand the type of clients

who are booking and what is motivating them.

- Number of Clients
- Client Visit Frequency
- New Client vs. Repeat Client Bookings (retention rate)
- Pre-Booking vs. No-Show Rates

Pro tip: Encouraging clients to pre-book their next appointment before they leave is one of the most reliable ways to generate steady revenue. But this needs to be a team effort—literally. Although spa management tools can remind clients to rebook via text, staff should still prompt a rebooking conversation at the end of a service.

3. Staff Management

Your staff is the face of your brand. They need to deliver a consistently positive experience for clients. They also play a vital part in executing your strategic initiatives, like recommending the right retail products. Setting meaningful goals is essential to keeping staff motivated and maintaining a thriving employee-manager relationship.

- Booking Rate Per Employee (utilization)
- Service Sales
- Retail Sales
- Rebooking Rate
- Average Ticket Price

Pro tip: Set stretch goals that are still attainable, based on past performance. Offer incentives to make the challenge worthwhile. Provide coaching to both reinforce their successes and to encourage and educate staff if they struggle.

4. Marketing

We aren't all born business gurus. Performance data can clearly identify where you're being effective, and what needs attention.

- Website Traffic

- Email Open Rate
- Email Click-Through Rate
- Social Media Followers and Engagement (account insights)
- Online Reputation (five-star reviews and referrals)

Pro tip: These only tell part of the story. Correlating spikes in other metrics, such as the number of new clients within a month or sales of a particular discounted retail product, can also help you gauge the effectiveness of your marketing efforts.

5. Long-Term Growth

Start by leveraging month-over-month data insights about the various facets of your business. Once this is a habit, it is time to take the long-term view on what growth and success means. This kind of year-over-year analysis of your business's health can include things like: resource planning for peak season, marketing with discount offers during slow periods, and managing your product inventory to match demand throughout the year. Long-term strategy should also include a plan for how you will find, educate, and retain the best staff, who your clients love.

In the end, data is just that, numbers on a screen, unless you act on the insights they provide. But when you consistently steer your business based on the intelligence your dashboards provide, your business will not only grow but thrive.



BIO: Karen Norris has more than 30 years of experience connecting businesses with software solutions that help them not only grow, but thrive. A media maven and data junkie, she brings a mix of creativity and analytics that is key to finding new customers for her brands and keeping those clients loyal.

TECHNOLOGY: THE FUTURE OF THE SPA INDUSTRY

Visualize Success

KEEP YOUR FINGER ON THE FINANCIAL PULSE

Manage your critical numbers with real-time data. For multi-location salons, evaluate locations individually, by comparison, or grouped in one clean overall business view.

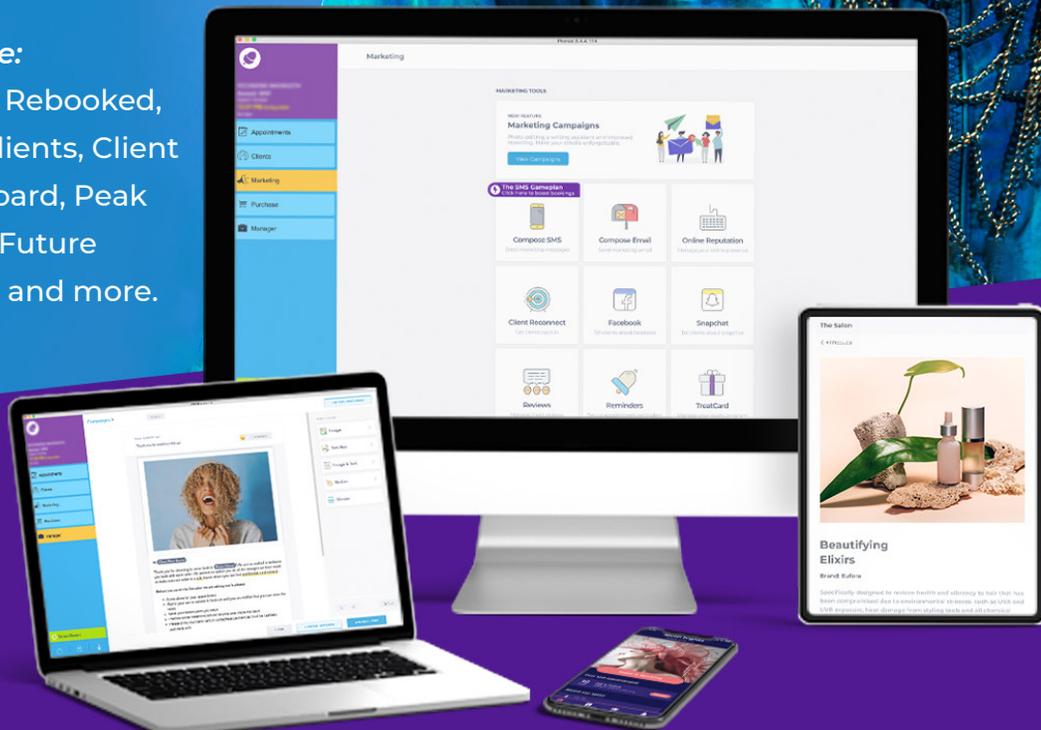
Metrics include: Total revenue, Average Ticket, Retail to Service %, Daily Sales, Staff Sales Leaderboard and more.

THOROUGHLY ANALYZE YOUR CLIENT VISITS

Gain a mid to longer-term perspective of business performance. Identify emerging trends and proactively take action.

Metrics include:

Client Visits, % Rebooked, % Returning Clients, Client Visits Leaderboard, Peak Days, Value of Future Appointments and more.



The Use of Salt for Skin and Health Benefits

Halotherapy treats many skin conditions and offers benefits to the lungs.

BY DANIEL SPENCER, spa director, Sunstone Spa at Agua Caliente Resort Casino

Spas are more focused than ever before on therapies and services that address lung health. Halotherapy, inhalation of fine salt, is quickly becoming a common topic of new spa builds, remodels, and requests by operators to enhance even the smallest of spaces in spas. The use of salt for health benefits has been in practice for thousands of years. Over the last 50 years, saltwater floatation has been promoted more for joint, muscle, skin, and mental benefits. Spas incorporate salt scrubs and also mineralize water with Himalayan salts to replenish mineral deficiencies and rehydrate instead of sugary beverages. It is not surprising that many people are now discovering even more uses for salt therapy.

There are some main reasons that halotherapy has taken such a strong hold with continued traction as a trend in the spa industry: health results, low cost to bring in, simplicity, and versatility. Halotherapy is used

for allergies, asthma, sinus issues, bronchitis, COPD, and now being used to support the impact of long-term COVID-19 symptoms. It doesn't stop there. In general, it is good for overall lung health, but also addresses a host of skin conditions and can be used pre- and post-spa services without negatively impacting treatments. For a resort spa setting, it is an ideal treatment to offer because they are dealing with travelers who have been in crowds, on various transportation, and are usually dealing with allergy-inducing environments that they are not used to.

From an operations standpoint, during a time when staffing may be limited or when considering the cost of commissions and wages, the unit and treatment usually works on its own without a technician. Salt is also a very low-cost product keeping the operational supplies cost down, too. For versatility in equipment and usage, it's a playground for spa-lovers. Options are standalone chambers

and booths, salt decor caves, full-size lounge rooms, yoga studios, saunas equipped with halotherapy, and treatment room devices that can be used while the guest is on the table.

There are also revenue benefits. Adding this amenity allows an increase in day use rates while increasing experiential moments for the guests. It also gives guests better value for the money. Resorts can also build it in as an upgrade to a day spa experience or add halotherapy as a stand-alone treatment. There are so many applications to generate a very passive revenue in the spa while creating a healthier experience for the guest. Halotherapy continues to grow and at some point, may just become as common as a steam room and sauna is to us today. ●



BIO: Since 2008, Daniel Spencer has led the Agua Caliente spa properties—previously in Palm Springs, CA, and currently in Rancho Mirage, CA—to envi-

able recognition levels. Spencer entered the spa industry in 1995 as a massage therapist and supervisor at the five-acre **Glen Ivy Hot Springs Spa** in Corona, CA, and progressed to spa operations manager at Pala Casino Spa and Resort (CA). He joined the Agua Caliente team for the 2008 Rancho Mirage debut of **Sunstone Spa** at Agua Caliente Casino Resort and Spa, which achieved the AAA four-diamond rating in its first year. His years with Agua Caliente expanded to include his role as director of the Spa Resort Casino in downtown Palm Springs and led further development of Sunstone Spa and **The Spa at Sec-he**.





A Focus on Treatments and Experiences That Improve Overall Health and Wellness

There is an increase in individuals looking to enhance the quality of their lives with treatments that help them look and feel their best. **BY ANDY BARGE**, wellness director, Six Senses Ibiza

After the stresses of the past two years, we are going to see individuals increasingly focus on treatments and experiences that improve the quality of their lives and their overall performance in day-to-day activities. Wellness and wellbeing are no longer being looked at as an indulgence and are instead considered responsible investments and priority components of peoples' daily routines. Spa-goers want their body and mind to remain as young as possible and are seeking out practices that help them perform at their highest level and feel their best. As such, we are expecting to see an increase in treatments and experiences that home in on longevity and renewal to defy aging inside and out. These longevity treatments are becoming increasingly sought after since they are not just a superficial fix and instead tap into the participant's biological makeup to slow down the aging process.

At Six Senses Ibiza (Spain), we are leaning into this concept with RoseBar, our one-of-a-kind longevity center and program. Launching in 2022, RoseBar will utilize science, spirituality, and preventative therapies to enhance participants' holistic health and lengthen their lifespan. We will offer a range of assessments

and programming that have been proven to increase one's longevity, including biohacking therapies, IV vitamin infusions, circadian rhythm training, and nutritional planning and supplements. While participants will first encounter these treatments and techniques at our facility, they have been designed to be seamlessly incorporated into daily life beyond the resort.

In 2022, we are also going to see individuals doing what they can to seek out more meaningful life experiences. After being shut at home and held under numerous pressures and stresses associated with the pandemic, we expect people to set aside time to participate in activities that bring them joy and help them achieve a more well-balanced life, which of course folds into this overarching commitment to longevity. This can be a range of different experiences depending on the person from traveling to new places to seeking out a new fitness routine to donating time to a cause that they care about. This shows that all facets of one's life, not just related to physical wellness, play a role in increasing longevity. In realizing this, we have curated a variety of experiences to immerse travelers

in the destination and foster connections to the community.

In addition to personal longevity, people are more conscious of the longevity of the communities around them and the natural environment. The past couple of years have underscored how connected we all really are, which has had the positive effect of instilling a greater sense of compassion and empathy in many. To this end, we are seeing that both our clients and peers are seeking experiences that create less of an impact on the earth and foster positive relationships with the communities in which they visit. Wellness brands that have a commitment to sustainability will see increased attention as our culture shifts to prioritize this more and more every year. ●



BIO: Andy Barge is the wellness director of Six Senses Ibiza (Spain), where he oversees all spa- and wellness-related programming and activities

at the newly opened resort and residential community. Prior to his current role, Barge was the director of wellness at Six Senses Zighy Bay in Oman.

A Shift to a Broader Menu

Spas are updating their menus to offer a wider variety of services to provide clients with more choices at every visit.

BY TERESA SOKOLOW, director of operations, Milk + Honey

As we look toward 2022, it will be exciting to see how day spas will evolve and find new ways to meet the needs of a growing and diverse base. I predict we'll continue to see a change toward more personalized services and broader menu offerings. Going to the spa is no longer a luxury, but a necessity, and we see more people taking the time for themselves and investing in massage treatments, facials, and exploring new services. They're not waiting for special occasions, but instead making self-care a priority. With the pandemic further proving that people see the need for wellness and relaxation, we're starting to see requests for expanded offerings coming in from these audience segments.

With this in mind, I think we will see further enhancements around massage and body services. The CBD trend is continuing to expand, and we see product companies making more efficacious topical products, and putting CBD in everything from body scrubs to lip gloss, making it possible for these products to easily be added on to massage services, facials, and even nail-care. Not only does this meet the demand of this growing segment, but also provides strong profit returns.

Spa-goers are also looking for more results-oriented body services, especially



those that have maintained their quarantine workout routines. Massage services that incorporate stretching and limb manipulation, as well as adding on tools like a massage gun, will give consumers a more customized and intentional experience. This also allows the therapist to have some variety in their day, and really prove their expert knowledge of the anatomy. Massage therapists are in extreme demand, and for day spas to stay competitive in recruiting and hiring, we must be able to provide an assortment of offerings that massage therapists enjoy performing and help extend their career.

Lastly, our guests are also strapped for time, so enhancing massage services with treatments that involve result-producing products is a must. Think about body scrubs that slough off dead skin, or a retinol moisturizer that can be applied and left on the body for the rest of the day. Applying a treatment or hydrating mask to the

guest's feet during the service, and left on all day or night, provides an added benefit to an already-relaxing massage. Applying kinetic tape to sore muscles at the end of a massage, extends the positive effects of bodywork throughout the day.

Guests are willing to pay for convenience and expect more personalized treatments that meet their individual needs, and 2022 will be the year to meet them with choices. ●



BIO: Teresa Sokolow is the director of operations at **Milk + Honey** (multiple locations), spas focused on clean, non-toxic products, therapeutic services, and medical aesthetics in friendly, design-forward environments. Sokolow has a passion for health and wellness and extensive experience in the spa industry managing multiple teams and launching new locations.