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The Official Trade Show Magazine for Esthétique Spa International



Getting to Know Our Writers

Putting a face to the Words!

MINDY A. TERRY



*Founder / President, Creative Spa Concepts
Spa & Wellness Expert*

Mindy Terry's passion for spa made her a wellness aficionado before it was trendy. This respected spa & wellness expert and Founder/President of Creative Spa Concepts has 18 years of experience in the spa industry, though Mindy's wellness journey started much earlier...

Growing up in Utah in a family of 10 children, Mindy would use her baby-sitting earnings to buy ingredients to concoct spa treatments at home. A memorable (and unsuccessful) creation experience ended with Mindy accidentally cooking egg in her hair!

In high school, Mindy was known as the 'girl who could make you pretty.' She would fix fellow students' hair and make-up in the bathroom between classes. News soon spread of her talents and even the teachers started calling. It became common for teachers to pull Mindy out of class to help with their beauty routine during their planning period.

By age 15, when most teens were dreaming of getting their driver's licenses, Mindy was crafting a plan for a

wellness business in her mind. Even though this was before spas were commonplace, Mindy was envisioning a place where beauty, fitness and relaxation for mind, body and spirit were offered in one location. She was way ahead of her time!

Mindy is an expert on healthy lifestyles through her roles as a licensed cosmetologist, aesthetician, yoga instructor and certified infant massage instructor. Through Creative Spa Concepts, Mindy works with clients around the globe in the day, resort and destination spa realms as well as wellness and integrated medicine facilities. Mindy added that her present position far exceeds her teenage dreams of building a wellness business, "I truly can't believe that I get paid to travel the world and help multiple companies develop businesses that teach people how to look better and live longer, more fulfilling lives."

Before founding Creative Spa Concepts, Mindy was on the executive development team and served as spa director for Aquae Sulis Spa at the JW Marriott in Las Vegas. Shortly after opening, The Wall Street Journal named Aquae Sulis as a "Favorite Spa" and USA Today chose it as one of North America's "Top Ten Spas."

Mindy also has extensive sales, marketing and training knowledge. She previously worked with Phytomer Corporation where she prospected and assisted with negotiating large accounts while helping clients improve daily business practices.

Based outside of Atlanta, Mindy lives with her husband, two young sons and Bella, her miniature schnauzer. When she has a free moment, she enjoys cooking, gardening, reading, volunteering and interior design.

At times, Mindy considers shopping and eating chocolate to be personal spa experiences because, "Sometimes, nothing brings my mind-body-spirit better into alignment than a new pair of fabulous shoes or a taste of smooth, rich creamy chocolate heaven!" ■