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### **Spa Secrets with Mindy Terry: Spa Today, Relaxation Tomorrow**

We like to call it spa hunting; a daunting quest to find the perfect marriage between ultimate relaxation, comfort, pampering and first-rate spa services. Unfortunately, this expedition usually leaves women with mediocre satisfaction, an empty wallet or a couple dozen phone calls to your girlfriends asking where to go.

Don't be too distraught just yet. *Vivanista* can help ease your spa hunting aches (sorry, not with a Swedish massage) with a new three-part series: *Spa Secrets with Mindy Terry*. Terry, the founder and president of Creative Spa Concepts, boasts 17 years as an expert in the spa industry and is ready to let the savvy spa-goer in on some industry secrets.

So kick your shoes off, pour a cup of tea and find your Zen as you read this week's *Spa Secrets with Mindy Terry: Spas Today, Relaxation Tomorrow*

#### **The Spas of Yester-Year**

We'll skip the ancient history lesson and focus on spas within the United States. Unfortunately, our hometown spas can't make any great claims as to being an originator. That's right; they started with a focus on European methods (e.g. seaweed wraps, detox, massage) and gradually introduced more international treatments (e.g. Asian stone therapy). This influx of new treatments got the nation's attention and before you knew it, spas' menus of service became a laundry-list of over 200 services with no focus. Clients became overwhelmed with choices, unsatisfied with services and were lost in the mega-spa world.

**DID YOU KNOW? 70% of all spa services in the U.S. are massages.**

#### **The Spas of Today**

Fast forward five years: spa owners listened and 'back to basics' hit it big. Spas became more focused on a specific philosophy and concept, which their service menus then followed. Consumers could now easily choose their treatment and pick a spa whose philosophies matched their own.

You are an educated gal with confidence and an opinion, as are most spa-goers. The good news is that spa owners have become aware of who their clients are and what they want. They now know that you are more open to try new treatments if they are scientifically backed. They know that you are open to alternative treatments as long as it is not too gimmicky. They also know that you travel the world seeking out authentic spa

experiences, standards to which you will hold U.S. spas up to. Spas are now up to the challenge of making sure that your global experiences match those of your travels.

**DID YOU KNOW? Men of 1940s and 50s used to engage in spa treatments regularly. However, it was the hippie movement that introduced our male-counterpart to the 'macho man' attitude. If you can, encourage your significant other to try out a pedicure; they'll secretly be hooked!**

### **The Spas of Tomorrow**

Food and beverage will be taking center stage in the spas of tomorrow. Yes, get ready to prepare your palates for gourmet cooking and taking your sense of taste to the next level. The idea that health and wellness doesn't involve food has become passé. Food will become a staple amenity with a focus on items like tapas, cooking demonstrations and gourmet dishes. What's not to love? Some even urge comfort food (in moderation) to help one's mental wellbeing.

Also be on the lookout for more social spas and hydro-therapy amenities. First, who doesn't love the sound of happy hour with girlfriends and a sensational pedicure? Second, while the U.S. didn't understand the benefit of whirl pools, hot and cold plunges, steam rooms and different water therapy circuits 10 years ago, people are now taking notice and they will be making a renaissance in the next five years.

Plus, with 15 percent of Americans visiting spas, spa programming is becoming more subjective. Take for example alcohol. Some may argue that alcohol is unhealthy and does not fit into their framework of health and wellness. However, some enjoy alcohol to unwind and drink a glass everyday specifically for their health benefits. Either way, you decide what your personal philosophy is and there is sure to be a spa that caters to it.

**DID YOU KNOW? Hotel spas charge 25% more than local spas. Next time you travel, seek out a local spa before putting down your change.**

Be sure to check back next week for the second part, *Spa Secrets with Mindy Terry: Secrets from the Savvy Spa Gal*.

Mindy Terry is the President and Founder of Creative Spa Concepts, a leading full-service spa consulting firm specializing in every aspect of new development and ongoing spa operations. Pulling from her 17 years of experience in the spa and wellness industries, Mindy is a frequently-sought-after presenter and educator for her diverse expertise in the spa industry. In addition to leading Creative Spa Concepts, Mindy is also a licensed cosmetologist, aesthetician, yoga instructor and certified infant massage instructor.