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**SPA AS A BUSINESS MODEL -  
CREATIVE SPA CONCEPTS' MINDY TERRY  
TO ADDRESS GLOBAL AUDIENCE**

ATLANTA – Know your guest. Craft your spa program. Build your bottom line. Respected spa consultant Mindy Terry will share her knowledge to help spa professionals accomplish all three during Cosmoprof Worldwide in Bologna, Italy. On April 3, Terry will present on the panel “Spa as a Business Model” during the Spa Symposium portion of Cosmoprof.

“Now, more than ever, spa professionals must work smarter and harder to capture the attention of the stressed-out, multi-tasking consumer,” said Mindy Terry, President and Founder of the U.S.-based Creative Spa Concepts. “During Cosmoprof, I am excited to share lessons learned from my 17 years of creating and leading spas to help leaders build their bottom line by knowing their guests and crafting their spa program around them.”

Terry will focus on:

- Understanding differences in guest type and how it impacts the operation
- Determining the most effective size and design of a spa facility
- Identifying and crafting appropriate spa concept and programming for your guest mix

The “Spa as a Business Model” panel will be presented on April 3 from 2:30-4:30 p.m. in the Spa Talk Room of Hall 15 at Cosmoprof Worldwide Bologna. Additional details are available on [www.cosmoprof.com](http://www.cosmoprof.com).

**About Creative Spa Concepts**

Creative Spa Concept’s consultants represent more than 100 collective years of experience in the wellness and hospitality industries. CSC stands out from all other spa consulting firms because each consultant has developed, led or been an integral part of guiding spas to national “Top Ten” status including the rankings in *Condé Nast Traveler*, *Luxury SpaFinder* and *Spa* magazines. CSC’s experts have worked for and with prestigious companies including Henry Ford Health Systems, Ritz-Carlton, Wynn Resorts, and Four Seasons Hotels. Additional details are available on [www.creativespaconcepts.com](http://www.creativespaconcepts.com).

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*(To arrange an interview on-site with Mindy Terry in Bologna, please contact Debra Locker at 859.536.0282 and [debra@creativespaconcepts.com](mailto:debra@creativespaconcepts.com).)*