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**GET SPA SMART –
NEW ONE-STOP VENUE FOR
INDUSTRY EDUCATION & INDIVIDUAL WELLNESS**

ATLANTA – When it comes to wellness, Creative Spa Concepts is paying it forward. This respected spa consulting company is posting time-tested tools and valuable techniques to help spa and hospitality professionals move their businesses and the entire wellness industry forward.

“I am passionate about the wellness industry and believe in sharing that passion with my peers. Get Spa Smart is my way of paying knowledge forward,” said Get Spa Smart Founder Mindy Terry. Terry is also the President of Creative Spa Concepts and an 18-year spa industry veteran. *“It is my goal that Get Spa Smart will inspire and motivate spa and hospitality professionals toward success and wellness.”*

To register for Get Spa Smart, simply go to www.creativespaconcepts.com and click on Get Spa Smart from the home page. You will be asked to sign in and a code will be e-mailed to you.

Get Spa Smart is the culmination of 75 years of collective work from the Creative Spa Concepts’ team as well as two years of hands-on creativity from Terry. *“When I came into the spa industry 18 years ago, wellness was the focus. Nearly two decades later and after a lot of education, it’s now a buzz word. Get Spa Smart is the newest tool to help professionals continue to spread a message of wellness as well as achieve it for themselves.”*

Divided into three sections that are packed with information for download, Get Spa Smart includes:

- [Spa Inspired Life](#) – for journalists, spa managers/directors and hospitality professionals, Spa Inspired Life is a one-stop shop for the latest tips, tactics, products and recipes from recurring contributors. Spa Inspired Life is a great library from which to pull content for newsletters, Web sites and articles, or simply use as tips to boost personal wellness
- [Spa Operations & Management](#) – a source of inspiration for spa managers who are looking for best business practices. Also, for hospitality professionals, students, healthcare professionals or anyone interested in understanding what it takes to run a successful spa and wellness business
- [Spa Development](#) - ideal for entrepreneurs and developers considering a spa business and anyone interested in understanding the spa development process. Content ranges from design & construction and operations planning to recruiting & hiring

In addition to providing knowledge, Get Spa Smart gives back financially. Annual subscription fees will be donated to a spa and wellness industry cause or initiative. In order to make this donation, starting Jan. 1, 2011, an annual \$20 fee will be required to access the resources. Access is complimentary through the end of 2010.

About Creative Spa Concepts - Creative Spa Concepts is a highly respected, full-service spa consulting firm that specializes in all aspects of new development and ongoing operations. 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*. More on www.creativespaconcepts.com.

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