

# BECOMING THE EXPERT WITH AYURVEDA

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Do you ever wonder what makes people so different? Do you wonder why some people are naturally happy and others seem unmotivated? Do you wonder why some clients LOVE hot stone massage and others want to run away at the suggestion of them?

Ayurveda can answer these kinds of questions; it is like a secret language that will give you lots of answers and insights. As a spa professional, I have been trained to offer ayurvedic treatments. Even though I do not offer them anymore, I still use the principles to create deep connections with my clients, and it has served me well in growing my business.

The great thing is when you start to understand these principles, you don't even need to ask clients the questions directly. By simply understanding their likes/dislikes and observing their behaviors, you can speak to them in a way that positions you as the expert.

This beautiful practice is an ancient healing science from India that dates back well over 3,000 years. It is still used today to diagnose illness and ailments. Literally translated, the word *Ayurveda* means the "science of life."

## **Basic Ayurvedic Principles**

Ayurveda says that the human body is governed by three doshas—vata, pitta and kapha—or constitutions (see **Ayurveda Doshas**). These doshas are comprised of the five elements of the earth: space/ether, fire, water, air, and earth. Most of us are generally a combination of two doshas and sometimes all three.

At different times of our lives, we are in different dosha phases. Sometimes we can have a single dominant dosha.

As children, we are often in the kapha phase. During the teen years, pitta can kick into high gear with acne breakouts and inflammation. During the perimenopause/menopause, women will experience a combination of extremes such as breakouts (pitta), weight gain (kapha) and thinning of bones (vata).

Each constitution gives us clues, almost like a secret language. It also leads to more "wow, how did you know that about me" moments. However, you need to pay close attention to your clients and their nuances. Finding out what they do for work will give you insights about their dosha. Creatives are often Vata and Kapha dominant, while logical minded clients are often Pitta dominant. Through this process, we develop the know/like/trust factor, where the better they know us, the better they like us, which leads to trust, loyal clients, referrals and ka-ching. The intriguing thing with really understanding this philosophy is even if you do not know the client, you can level up their experience and leave them wowed.

To help you get started, ask your clients (or observe) their:

- Favorite climate,
- Favorite time of year,
- Preferred drink temperature (hot or cold),
- Talking speed,
- Movement speed,
- Reaction to change/new things,
- State of mind,
- Emotions and
- Reaction to stressful situations.



Vata tends to be slender, with prominent features. They rarely sweat, and they are hard to keep still and always on the move. Unfortunately, this makes them prone to burnout after they go for days and then crash. They have a curious and impulsive nature and are often enthusiastic and happy. They speak quickly and love to chat, even while relaxing. They are often insomniacs, as their mind never stops. They are quick to learn, intuitive and creative, but can easily forget things. They are easily stressed out and can be emotional.

**Body Ailments.** When out of balance, Vata clients are prone to joint pain and arthritis. They can have crooked teeth and often have cavities. They have dry skin, especially their hands and hair. They are frequently cold, even in warmer weather, and they have cold hands and feet. They have a weaker constitution and tend to have "thimble" bladders and can become constipated. As noted earlier, they are often insomniacs with a restless mind.

Vata Cheat sheet:

- Slender build
- Busy (mentally and physically)
- Dry skin and hair
- Struggle with insomnia
- Often cold
- Friendly
- Crave attention

**Remedies.** Vatas benefit from simple, one dish comfort foods or soups and warm liquids like teas. Use lots of room temperature water, as they tend to get dehydrated. They benefit from regular life routines, especially sleep.

They do not do well with excessive travel or cold. It is best for them to avoid coffee, dried fruit and other stimulants. They love the warmer weather and thrive in it.

**Treatments.** This is where you come in as a spa professional with your magic. Remember that Vata is governed by air and space, so they need to be warm, still and calm for them to be balanced. Heads up, as this is not easy for them!

Vatas benefit from nourishing treatments such as a deeply nourishing facial to combat dry skin or a nourishing, grounding massage using body butters to make it even more luxurious for them. As they are prone to poor circulation, stimulation for their circulation is important. However, be sure to not overdo it. To warm them, think about hot stone massage with a warm space. Consider weighted blankets/heated blankets or a warm temperature in the treatment room. Also, go toward cocooning protocols such as paraffin treatments and heating blankets. Use calming and detoxifying oils for the body, such as sandalwood, chamomile, lavender, as well as eye masks to reduce light and eye contact, so they can relax. Offer them meditative calming treatments such as yoga and guided meditations.

**Customer service.** Vata are open and very friendly, so be social with them. They love to chat. Keep them happy, and they will be loyal. They are great promoters and will be the best source of referrals. They love new and exciting things and are the clients that are the most impulsive buyers. Suggest anything new, and they will snap it up. They are easy going clients until tipped over. When out of balance, chaos ensues for Vata. Their motivation is the fear of missing out (FOMO), so treat them well and keep them informed. They love to be center of attention and "in the know."



Pittas are governed by fire and water. The pitta client might say, "I am so hot, is the air conditioner broken?"

The pitta client is medium build and well proportioned. They are sharp minded, highly intelligent, logical and have good mental concentration. They are easily irritated and the dosha that can become "hangry." They can often get overheated and frustrated. These are the head strong, opinionated clients and are competitive by nature.

Pitta Cheat sheet:

- Intelligent
- Easily irritated
- Run hot
- Often sweat
- Irritated skin
- Avoid crowds
- Love the finer things
- Committed

**Body ailments.** They are the dosha that can overheat, easily develop rashes, easily burn in the sun and gets prickly heat. It is not uncommon for them to develop skin irritations such as eczema and rosacea. They suffer from heartburn and ulcers. They tend to sweat the most of all the doshas. They suffer from dry/burning eyes as well as headaches/migraines.

**Remedies.** Due to their bodies overheating, they love ice cold drinks. Body cooling foods are best suited to their diet. They thrive well in cooler surrounding temperatures.

Pitta should avoid big, crowded spaces, as they can be claustrophobic. Calming environments are ideal for them. They enjoy being alone. You will find them in a shady, quiet spot (perhaps in the forest mentally recharging).

**Treatments.** Due to their natural high inner body heat, avoid heat-based treatments for them. Its best to cool the body to balance pitta. Recommended essential oils are peppermint and eucalyptus. Heat manifests itself on the skin in the form of rosacea and skin irritation, making calming, hydrating treatments beneficial. Pitta clients can easily burn, so SPF is critical. Cold stones, a cooler environment and lightweight coverings are ideal for them to have a relaxing spa experience.

**Customer service.** Keep conversations to a minimum with pitta. They are not easy to read as clients. The best approach is to state the facts and then stop talking. Keeping the conversation professional is the best way to guarantee their loyalty. This is the dosha that will spend on quality products and services. These are the clients that love the finer things in life. If they want something, price is secondary. Tell them WHY, and they are more likely to buy. They are not emotional buyers, so do not sell them fluffy, feel good products. When they are committed, they will go to extremes. Conversations with this dosha are best kept more formal, and they can be easily offended.



The kapha dosha is governed by water and earth. This is an example of a kapha client, "No thanks, I am good with my skin care routine, maybe next time." They have a strong, solid body structure. They are a slow-paced, relaxed client, and they are really a joy to work on. They have a hard time getting motivated and they can be slow like molasses. They tend to be overweight, due to a sluggish metabolism. They are non-judgmental, gentle clients.

They do not like change and tend to be diligent in old ways. They are creatures of habit and changing their routines will take patience on your part. Kapha are loyal in relationships, trustworthy and kind by nature.

**Body ailments.** Kapha can easily become overweight, which can lead to fatigue. They tend to have poor immune systems. They often get colds and have sinus issues and congestion. They sleep deeply, and struggle to get up and going. They move slowly and are lethargic and are not easily motivated. They can be prone to blackheads and congestion in the skin. They do not do well in damp climates.

**Remedies.** A dry, warm environment is best for kapha, avoiding damp climates. Spicy ginger tea is their best friend. It is great for their sluggish metabolism. They need regular physical activity to not become sedentary.

A balanced, clean diet is best to keep them balanced. Its best for them to avoid dairy and fried foods.

**Treatments.** Choose warm protocols, but with brisk application. Utilize a stimulating body massage with essential oils of peppermint, tea tree or lavender. Consider dry brushing to invigorate circulation.

Pay attention to oil levels and congestion in skin. These clients age gracefully. Detox protocols, such as body wraps and infrared are perfect for kaphas.

Kapha Cheat sheet:

- Strong, solid body
- Slower paced
- Hard to motivate
- Creatures of habit
- Trustworthy/kind
- Poor immune systems
- Avoid damp climates
- Congested skin
- Need convincing

**Customer service.** They are the hardest dosha to retail to or upsell, so be gentle in your suggestions. They don't like a pushy or overly aggressive tone.

They will need some time to process new things. Plant the seed for new products and protocols and let it go. Remind them on their next visit. Generally, they will take a long time to change routines, and they are not easily convinced. These clients are the hardest to retail products to, at first. They are the best listeners. Once trust is established, they can be incredibly loyal. They do not part with money easily. They are not lavish in their spending; they always have rainy day money saved. Things are done in their own time. Slow and steady wins the race with kapha clients. Nurture the relationship with this client before expecting them to buy from you.

Be the Expert

In conclusion, when you subconsciously use these tips to better understand your clients, you will develop a loyal clientele, that will always see you as the expert, and it will set you apart from your competition!

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