

THE SPA & WELLNESS AUTHORITY

american spa



WELLNESS TRENDS
TO WATCH IN 2023

THE INSIDE SCOOP

WITH SELF-CARE AND WELLNESS CONTINUING TO BE IMPORTANT

aspects of our daily lives, the spa industry has recognized these priorities and responded in several creative and interesting ways. From the launch of exciting new products and equipment to technology improvements and innovative treatments, spas are determined to provide clients with the most fulfilling and enjoyable spa experience possible. Spa-goers realize that a visit to the spa is beneficial in helping to restore and re-energize the mind, body, and spirit, and spas are helping clients achieve this balance with personalized treatments and beneficial add-ons and offerings, many of which are discussed in this year's trend report.

It's always fascinating to see how the spa and wellness industry evolves each year. Last year, we reported that longer spa treatments, shared wellness experiences, and broader spa offerings would be popular, and they were. This year, technology is a hot topic. From touchless treatments, virtual and self-guided wellness, and compression therapy to software updates and non-surgical fat reduction, technology plays a significant part in the spa and wellness industry, and today's innovative technology is helping spa-goers and spa professionals in many ways. In addition to technology, this year's industry professionals discuss the increase in probiotics and peptides in skincare and treatments, how embracing a mindful and holistic attitude is beneficial, and so much more.

In this report, you'll find trends from resort, day, medical, and cruise spa professionals combined with insight from our report's sponsors to give you a comprehensive look at what's to come next year. I sincerely hope that you enjoy reading about these trends and insights for 2023 and that you can implement and utilize the information to help boost business and better serve your clientele. What other trends do you believe will be popular in 2023? I'd love to hear from you.

Wishing You Wellness,

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contents

- 4 An Increase in Men Visiting Medical Spas**
By Yoonah Kim, M.D., board-certified plastic surgeon and co-founder, Advanced Institute for Plastic Surgery (Temecula, CA)
- 5 Skiminalism is Here to Stay**
By Adriana Perez-Nakamura, licensed esthetician
- 7 Touchless Treatments are in Demand**
By Tammy Pahel, chief wellness officer, Alchemy Wellness Resorts, and vice president of spa and wellness operations, Carillon Miami Wellness Resort (Miami Beach, FL)
- 8 A Growing Interest in Non-Surgical Fat Reduction**
By Leslie Rohaidy, PA-C, AAOPM, founder and cosmetic provider, IMO Cosmetic Dermatology (Coral Gables, FL)
- 9 Wellness Technology Continues to Enhance the Spa Experience**
By Sal Capizzi, director of marketing, Book4Time
- 11 An Increase in Personalization and Customization**
By Svetla Doncheva, director of spa and retail, The Spa at The Ritz-Carlton Maui, Kapalua (HI)
- 12 Compression Therapy is Making Waves**
By Alexander Zuriarrain, M.D., FACS, double board-certified plastic surgeon, Zuri Plastic Surgery (Miami)
- 13 Next Generation of Probiotic Skincare**
By Shelby Isaacson, director of marketing and brand development, LaFlore Live Probiotic Skincare
- 15 Embracing a Reflective and Holistic Attitude**
By Julanda Marais, senior lead for spa operations, Explora Journeys
- 16 A Focus on Mindfulness**
By Melissa Macias, spa supervisor, The Spa at Hotel Crescent Court (Dallas)
- 17 Infection Prevention is Top of Mind for Spa Professionals**
By Milica Petkovic, director, Prevention Disinfectants
- 19 Improving Skin at the Cellular Level**
By Mel Schottenstein, NMD, MBE, holistic medicine specialist
- 20 Longevity-Based Wellness is a Top Interest**
By Tamsin Lewis, M.D., medical director, RoseBar at Six Senses Ibiza (Spain)
- 21 Top 5 Day Spa Trends**
By Rebekah Zepfel, certified esthetician and owner, Lemon & Honey Day Spa (Newport Beach and Villa Park, CA)
- 22 Virtual and Self-Guided Wellness to Improve Overall Wellbeing**
By Emily Preston, director of spa, Spa at Sweetgrass at Wild Dunes Resort (Isle of Palms, SC)



An Increase in Men Visiting Medical Spas

More men are noticing signs of aging and seeking treatment options at medical spas.

BY YOONAH KIM, M.D., board-certified plastic surgeon and co-founder, Advanced Institute for Plastic Surgery

As the COVID-19 pandemic marched on in 2022 and many people continued to swap Zoom calls for in-person meetings, the medical spa industry saw a spike across the board for medical spa procedures. From Botox to fillers, microneedling to facials, aesthetic procedures are once again a priority. As we look toward 2023, one sector we anticipate growth in is men seeking cosmetic procedures. It turns out that the “Zoom Boom” was not a passing fad. As men see themselves repeatedly on the screen, they are noticing aging and seeking treatment options now more than ever.

There is an uptick in men seeking Botox, and a common treatment area for men is between the eyes, known as the glabellar rhytids or the “elevens,” with crow’s feet and forehead wrinkles close behind. Because men’s facial musculature tend to be stronger, they require more units to treat these areas, sometimes up to 25 percent more units than women. It is important to remember that the use of preventative Botox can help prevent these muscles from getting so strong in the first place, thus eventually decreasing the number of units needed and helping the treatment last longer. A lesser-known treatment is the use of Botox for axillary

hyperhidrosis (excessive armpit sweating).

As men go back into the office wearing dress clothes, we expect a rise in men seeking out this treatment. It works well, especially if repeated, and can decrease the stigma of sweat stains in a professional environment.

In the past few years, society has made great strides in accepting the importance of self-care. When we present an image that’s vital, active, and more in-line with how we see ourselves on the inside, we foster harmony between our outer and inner image. While the increased emphasis on self-care has had a profound impact on women, the effects are beginning to take shape for men, as well. We often hear patients say things like, “I don’t feel old, but I look old.” This sparks friction between the inner and outer self. Those of us in the medical spa field are in a unique position to bring that into alignment through aesthetic procedures and thoughtful treatment plans.

In addition to an increase in men seeking cosmetic procedures, we also anticipate that all patients will demand a concierge- or boutique-level of attention. Patients are looking for customized treatments from medical spas that offer a full suite of services. Beyond technology or flashy bells and whistles, patients seek authenticity and connection.

They want to build a long-term relationship with a practice and provider that changes not only the way they look, but the way they feel. This level of dedicated care will, in turn, build client retention, loyalty, and trust.

Part of maintaining that loyalty is understanding when a client would benefit from a service not offered at a medical spa. For this reason, partnering or building a relationship with a plastic surgeon can help increase the suite of service offerings when a surgical procedure may be the best option for patients. They may also be able to help on the rare occasion that a complication from a treatment arises. By keeping patients’ needs at the forefront, we can all work together to help them achieve the very best version of who they want to be. ●

BIO: Yoonah Kim, M.D., is board-certified plastic surgeon and co-founder of **Advanced Institute for Plastic Surgery** (Temecula, CA). She is a diplomate of the American Board of Integrative Holistic Medicine, and is passionate about using her expertise to empower patients through a whole-body, spiritual, and emotional approach.



Skinimalism is Here to Stay

Clients are opting for a simple skincare routine that gives them results and fits into their busy lives. BY ADRIANA PEREZ-NAKAMURA, licensed esthetician



Skinimalism describes a simple approach to skincare. Since the start of the pandemic, there has been a mindset shift among beauty and skincare consumers regarding their products and self-grooming. Consumers want to wear less makeup and simplify their skincare routines. They care more about their wellbeing and how glowing skin reflects a healthy, balanced mind and body. The consumer demand for fewer products does not mean they don't want to spend money. In fact, they are willing to spend more on premium products if they see results.

Therefore, when we talk about true skincare lovers wanting to use less products, it's not necessarily the price that matters. What matters is how their products and skincare routines make them look and feel. Some clients would love to do a 10-step routine, but they just don't have the time. Between work, family, and other personal obligations, it's harder for them to find a balance between their obligations, their own self-care, and their skin's needs. And the concept of skinimalism (whether they're aware of the term or not) is attractive because it offers balance, as well as results.

The search for simple routines has led to viral trends like "skin cycling," a skincare routine that involves rotating a few carefully chosen products with active ingredients over a few days. This is done to prevent skin irritation, as well as to get optimal results. As skincare professionals, we've been aware of this method for years; like most trends, it's nothing new. But what makes obvious (to us) and common ways to use skincare, like skin cycling, so appealing to our clients? To start, a simpler skincare routine doesn't require so much time to complete, but it's enough time to make them feel as though they've done something good for themselves. Additionally, the less confusing a routine is, the less frustrating it is to do. If clients are already overwhelmed from their day and looking for a way to relax, the last thing they likely want to do is try to remember which step comes next in a multi-step routine. The easier the routine is, the more likely they are to do it after a long day—especially if they see results. This approach makes it feel more like a relaxing moment of self-care than a chore, even if it's only for a few minutes.

As skincare professionals, it's easy to dismiss trends as concepts

without substance. However, there are times when we can and should use trends to our advantage. How many of us have experienced giving a beautiful treatment to a client only to have them resist purchasing after-care products? This is an instance where skinimalism can work in our favor. The modern client is surprisingly well-versed in skincare and skincare trends, and chances are they already have an idea of what types of products they would like to try. Take this opportunity to listen to their concerns. Ask them what products they're interested in and why. Use this information to steer them toward a simple routine; one that will give them results and fit into their busy lives.

This is an excellent way to build trust with your clients and enhance their professional treatments like their monthly microdermabrasion. It shows them that if they pair a few carefully curated products with their monthly facial, they get better and longer-lasting results. Plus, they won't think you're just pushing products on them purely for the sake of a sale. Along with enhancing their treatments for long-term results, this is a good way to showcase your knowledge as a professional and bring in more revenue via retail sales. If you do this correctly, your clients will gladly repurchase products in the future. They'll also be open to trying other products you recommend, and won't hesitate to continue booking their monthly treatments.

As a skincare professional, embrace skinimalism rather than reject it as a fad. The potential it has to benefit your reputation as a professional, as well as your skincare practice's bottom line, is exponential—as long as you position yourself properly. ●



BIO: Adriana Perez-Nakamura is a licensed esthetician, as well as a beauty and skincare writer. She specializes in SEO content creation and enjoys keeping up with trends within the beauty industry. Her goal is to write interesting and thoughtful content pieces that are helpful to all beauty pros. Perez-Nakamura writes for DiamondTome, the #ExfoliationExperts, and can be reached at info@diamondtome.com.



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Touchless Treatments are in Demand

Spas are adding touchless technologies to their offerings to enhance their clients' overall spa experience. **BY TAMMY PAHEL**, chief wellness officer, **Alchemy Wellness Resorts**, and vice president of spa and wellness operations, **Carillon Miami Wellness Resort**

With the third anniversary of the pandemic's disruption of the spa industry just around the corner, people are hungry for personal wellbeing and delighted to be able to access hands-on treatments again. Yet, there are obstacles to stretching out on massage tables once more, not least a shortage of therapists and their fellow team members who are so vital to creating the experiences that make spending time at spas such a treat. It's a global problem, and it won't be going away anytime soon, but it's not a dead end.

Enter touchless wellness technologies. I first came across touchless wellness before crossing paths with COVID at an industry conference held in Paris in mid-2019, where a number of manufacturers displayed technologies I'd never seen or heard of before. Keen to their pitches, I offered partnerships to feature their pieces at the **Spa at Carillon Miami Wellness Resort** (Miami Beach, FL). Timing turned out to be everything. When the pandemic shut down our hands-on services less than a year later, we put touchless wellness on the front burner and found ready interest from

a range of clientele, including professional athletes. Among the initial technologies we introduced were the Prism Light Pod, which uses light waves to accelerate healing of tissue and muscle; the Rasha, which uses sound technology to balance the brain's hemispheres and harmonize the nervous system to relieve stress and transform physical patterns that hamper relaxation and detoxification; and the Spa Wave, which combines sound waves, vibration, and music matched to one's energy chakras to reduce stress, improve concentration, and more.

A couple of calendar flips later, we are still adding new touchless wellness technologies. Among the latest is the Dermashape, a non-invasive treatment that employs a soothing heating pad and vacuum suction technology to release stagnant lymph fluid and break up fat congestion to heighten removal of toxins and infectious material from tissue.

Touchless technology can also be offered beyond à la carte services and instead offered as circuits, or combinations of touchless wellness technologies that are focused on specific issues like sleep enhancement, weight management, pain

management, relaxation, and muscle recovery. Touchless technologies can also be coupled with traditional spa services. Hands-off/hands-on, in other words.

While I don't think touchless wellness technologies will ever completely replace massages, body treatments, and the like in the hearts and minds of the spa-going public, I also believe that spas should keep sharp eyes on technological developments that can enhance their offerings. After all, the demographic that was first drawn to spas for soothing and stress relief back in the 1990s is giving way to a generation of wellness-seekers who are quite comfortable with technology. Just as they can't seem to go for a walk without recording their steps on an app, Millennials and the like are sure to be dazzled by the thought of healing via sound waves, light waves, vacuums, and more. ●



BIO: Tammy Pahal is the chief wellness officer of Alchemy Wellness Resorts and the vice president of spa and wellness operations at Carillon Miami Wellness Resort.



A Growing Interest in Non-Surgical Fat Reduction

As more research and technology are directed toward body contouring, it is anticipated that more people will utilize non-surgical devices to obtain results.

BY LESLIE ROHAIDY, PA-C, AAOPM, founder and cosmetic provider, IMO Cosmetic Dermatology

With the release of new technology, the interest in non-surgical fat reduction has increased and is expected to continue to grow in 2023. As much as someone may exercise, full results may not be realized by going to the gym alone.

Commonly used on the abdomen, these non-surgical procedures also target the arms, the buttocks, and the outer and the inner thighs. Clinicians recommend a minimum of four 30-minute sessions once a week for four weeks, however, packages may also be purchased for up to 12 sessions.

Body-contouring and sculpting devices help to achieve more optimal results through the use of radiofrequency heating for fat reduction and high-intensity-focused electromagnetic energy for muscle strengthening and toning. Specifically, the technology in the newer devices further increases lipolysis (the breakdown of fat cells), improves collagen production, and tightens loose skin. Due to the radiofrequency heating, the muscle temperature quickly rises by

several degrees. This prepares muscles for exposure to stress. In less than four minutes, the temperature in subcutaneous fat reaches levels that cause lipolysis, causing fat cells to be permanently damaged and slowly removed from the body. Clinical studies show on average a 30 percent reduction in subcutaneous fat. Bypassing the usual physical limitations, high-intensity-focused electromagnetic energy contracts 100 percent of the muscle fibers in the area at intensities

that are not achievable during voluntary workout. Extreme stress forces the muscle to adapt, resulting in an increase in the number and growth of muscle fibers and cells. On average, the muscle volume increases by 25 percent.

As opposed to surgical procedures, such as tucks, lifts, and liposuction, which require anesthesia and sometimes many months of extended healing time, there is no downtime to body contouring, allowing clients to immediately resume normal activity the same day as the procedure. Surgery also has its own set of risks not associated with body contouring,

such as bleeding or blood clots; nausea from the anesthesia; hair loss near incisions; hematomas; damage to nerves, blood vessels, muscles or organs; scarring; and infection. The non-surgical body-contouring option carries little risk.

Much scientific research, studies, and literature have been published highlighting the efficacy of radiofrequency and electromagnetic energy to achieve these results. As more research and technology are directed to body contouring, it is anticipated that more people will utilize these devices to obtain results that gym sessions alone cannot produce as readily. ●

“More people will utilize these devices to obtain results that gym sessions alone cannot produce.”



BIO: Leslie Rohaidy, PA-C, AAOPM, is the founder and cosmetic provider of **IMO Cosmetic Dermatology** (Coral Gables, FL). Rohaidy prides herself

and her practice on providing a collaborative relationship between patient and provider with an emphasis on safety, sterility, education, and follow-up to deliver natural, subtle, and conservative results.



Wellness Technology Continues to Improve the Guest Experience

Spa-goers will have a greater say in how they want to use technology and what sort of experience they desire. BY SAL CAPIZZI, director of marketing, Book4Time

2023 TREND REPORT: WELLNESS TECHNOLOGY

In the ever-evolving spa and wellness industry, there have been several breakthroughs throughout the past couple of years. Technology, for one, played a huge role during and after the pandemic with companies promoting no- or low-touch capabilities in their spas and hotels. We also saw an influx of prominent brands promoting contactless payment options, but it didn't stop there. As a matter of fact, it moved into the treatment room and fitness classes—it opened an entirely new segment of offerings. This is an easy way to diversify revenue streams and increase profits. Guests will also have greater say in how they want to use technology and what sort of experience they want to have. They will be able to customize their experiences to incorporate both human contact and contactless elements.

Offerings

High-tech treatment modalities have improved the experience for guests, enhanced their wellbeing, and improved their service satisfaction. This has led to an increase in spa bookings. We have seen more and more technology implemented within traditional spa settings, such as Normatec by Hyperice compression boot stations, vitamin IV offerings, oxygen chambers for facials, and much more.

Software

The software used to manage spas seems like it innovated overnight. Dynamic yield management has been gaining traction in the spa space following years of successful use from the rest of the hospitality industry. Successful yielding comes at a time when the volatility of volume at spas is at an all-time high. Yield management gives spa directors the capability to adjust prices based on how busy the spa is, practitioner skillset, time of day, day of the week, and so much more. It also allows sales and marketing teams to incentivize hotel and resort

guests without labeling spa services as discounted services, which could make a brand look cheap. Prices of services are simply offered at a lower rate because of the day, which allows spas to keep treatment rooms full.

What's to Come

I'm not going to say robots will be doing massages. However, we do see artificial intelligence playing a part in collecting information upon guests' arrival and post-stay and -service. And most certainly, virtual reality classes are gaining traction. Yoga classes are peaceful, but they are in the same classroom you have likely seen 10 times. Now imagine a guided class with relaxing visuals quite literally putting you in whatever individualized setting you would find the most relaxing and soulful. That's where we're going! ●



BIO: Sal Capizzi is a spa and wellness operations professional with more than 10 years of experience in the industry. He began his career as a licensed massage therapist at Massage Envy before finding his passion in business development and spa manage-

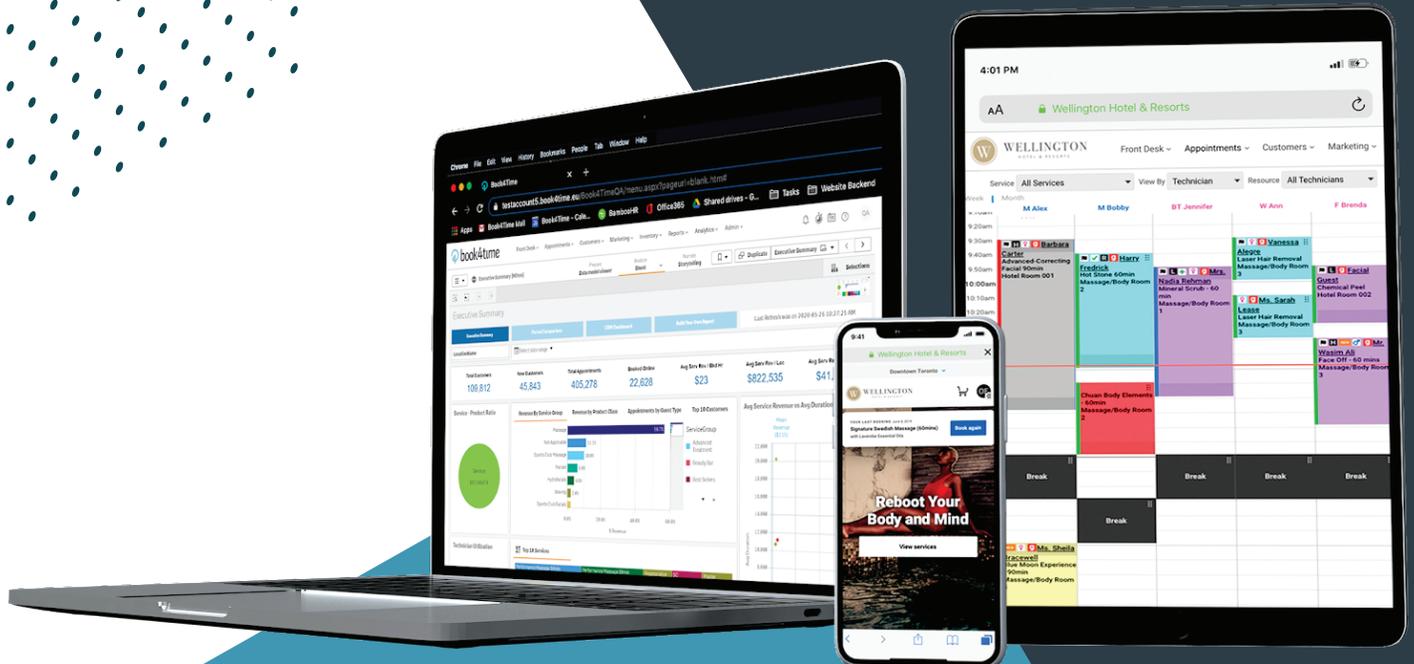
ment. In 2016, he began working for Equinox and quickly moved into a complex spa manager position overseeing the operations of multiple flagship locations, until he was recruited to open the spa and wellness division of Justin Timberlake and Tiger Woods's co-owned Nexus Club New York (New York City) as the spa and wellness director. In 2020, he made the pivot into the tech sector where he started off as a solutions specialist and is now the director of marketing for Book4Time. He enjoys getting to interact with other spa directors and leaders every day while being at the forefront of innovation.

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PHOTOGRAPHY: GETTY IMAGES

An Increase in Personalization and Customization

Spas are tailoring treatments and offerings to cater to each client's individual needs.

BY SVETLA DONCHEVA, director of spa and retail, The Spa at The Ritz-Carlton Maui, Kapalua

Personalization and customization are going to be hot in 2023, along with redefining wellness as more than just a day at the spa. In regards to personalization, widen the range of offerings to cater to each individual's needs by addressing things like skin disorders, stress, lymphatic drainage, and more. Additionally, some clients just simply don't have the time to partake in multiple spa services or may not want to be at the spa for the entire day. Therefore, provide them with more wellness offerings than they booked to really amplify their time spent at the spa. For example, a basic 50-minute massage can be enhanced with

a face mask in lieu of a full facial, CBD can be an add-on, etc.

It's important to note that wellness is continually evolving, and today, wellness includes more than just fitness as it once did in the past. It now encompasses self-care, mental and physical health, and overall wellbeing. For example, at **The Spa at The Ritz-Carlton Maui, Kapalua** (HI), we're ensuring that our services go beyond the treatment—we're giving our guests take-home samples and are customizing their treatments with other offerings at the property, such as yoga, hiking, labyrinth meditation walks, and more. For those who don't want to go to the spa, our team

has implemented in-room wellness kits. The relaxation kit includes a bath bomb, a lavender oil and face mask, and a CBD body scrub and tincture, and the sleep kit includes a locally made silk eye mask, a collagen face mask, and a lavender bath bomb. ●



BIO: Svetla Doncheva is the director of spa and retail at The Spa at The Ritz-Carlton Maui, Kapalua. She has worked at the resort for the past 22 years. She finds joy in helping others relax and discover the highest-quality products and services.



Compression Therapy is Making Waves

The medical spa community is realizing the advantages of compression therapy for a variety of conditions. **BY ALEXANDER ZURIARRAIN, M.D., FACS, double board-certified plastic surgeon, Zuri Plastic Surgery**

Compression therapy has been around since antiquity and used, at least since the days of Hippocrates, for preventing blood clots, healing wounds, and treating blood-flow insufficiency and other vascular disorders. Now, the procedure seems to be recapturing the imagination—and attention—of physicians and patients alike and proving the next hot trend in wellness-spa services.

A recent Global Market Insights report estimates current compound annual growth rate of the compression therapy market at 5.5 percent, continuing through 2030. According to the report, the following factors are fueling demand for compression therapy:

- A rise in accidents and sports-related injuries. Compression therapy helps ease pain and minimize inflammation.
- More orthopedic procedures due to a growing geriatric population. Studies demonstrate pre- and post-surgical compression therapy can speed patient recovery and reduce risk of some post-operative complications.
- Anticipated increases in age-related venous and lymphatic disorders—like peripheral vascular disease, deep vein thrombosis, varicose veins, lower limb edema, and lymphedema—for which compression plays a beneficial prevention and/or treatment role.
- Advances in next-generation textiles and garments and compression-therapy devices.

For example, the Ballancer Pro lymphatic

drainage compression system, approved by the U.S. Food and Drug Administration, features a device that compresses legs, arms, and the torso to enhance lymphatic circulation and decrease swelling and inflammation. The system is especially ideal before and after surgery because it prevents venous stasis, lowers patient risk of blood clots, minimizes inflammation, reduces post-surgical pain and soreness, speeds healing of wounds, and promotes quicker recovery.

The medical community is gradually realizing the advantages of compression therapy for a variety of conditions. The principle behind compression is simple: the therapy works by squeezing muscles and pushing blood back to the heart, moving fluid to prevent its accumulation in body tissues, alleviating pain—and the perception of pain—by diminishing stress on skeletal muscles, and assisting in muscle recovery, particularly in athletes.

More physicians are prescribing compression therapy to relieve joint and muscle pain or applying it immediately following injury to enhance blood circulation in the traumatized area and support muscle recovery. Similarly, medical experts are calling compression therapy the “cornerstone” of treatment of arm or leg swelling due to lymphedema, a common condition.

Use of compression also can be the right clinical option for patients requiring treatment of varicose veins and those experiencing

chronic pain, including the pain of arthritis and the swelling, fatigue, lightheadedness, and pain of venous insufficiency. Meanwhile, researchers write in *Surgical Technology International XXIII* that “management of chronic edema using compression is crucial to promote healing of venous leg ulcers.”

It is important to note that compression therapy also has aesthetic benefits. Medical wellness staff have been employing the therapy to enhance skin elasticity, improve skintone, and smooth cellulite ridges and bumps.

We still have much more to learn about the clinical potential of compression therapy, but what we do know is that patients are benefiting from it and increasingly seeking it. The ancient Egyptians certainly had the right idea. Compression means preservation. ●



BIO: Alexander Zuriarrain, M.D., FACS, is a double board-certified plastic surgeon. He is an assistant professor for the

department of surgery at Larkin Community Hospital, Lake Erie College of Medicine, and a faculty member at the FIU College of Medicine. Zuriarrain specializes in aesthetic procedures of the face and body including facelifts, eyelid surgery, rhinoplasty, breast augmentation and breast reduction, abdominoplasty, Brazilian butt lifts, and liposuction, among others. He is the founder of **Zuri Plastic Surgery** (Miami).

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LIVE PROBIOTIC SKINCARE

Next Generation of Probiotic Skincare

Probiotic skincare can help fill offering gaps and increase revenue. BY SHELBY ISAACSON, director of marketing and brand development, LaFlore Live Probiotic Skincare



Many have heard about the emerging topical probiotic skincare category. It just takes a quick Google search to see the category is expected to have explosive growth. For example, Future Market Insights is projecting that between 2021 and 2031, the market will see a compound annual growth rate of 6.9 percent. This means that in the next decade, the probiotic skincare category will likely grow by at least 69 percent of what it is today. What this shows is that probiotic skincare is not really a trend, it's a movement.

However, much like the CBD movement that has happened in recent years, there is a lot of misinformation and many new findings as the category matures. For example, very few brands are delivering truly live and active cultures in their formulas. Numerous skincare brands incorporate only probiotic extracts (lysates), or prebiotics in their formulation and call it "probiotic skincare." Don't be misled. Few brands are able to harness active bacteria (probiotics). Please remember this: probiotics are living beneficial bacterium. If it's not alive, it's not probiotic.

How to Use Probiotic Skincare to Increase Revenue

Even the most comprehensive lines have gaps surrounding compromised and sensitive skin types and conditions. Thus, when spas have products in their offerings that can reach those outliers, they organically create a more robust clientele. Couple that with the fact that everyone has a skin microbiome, and therefore, probiotic skincare works on all ages and skin types. Probiotic skincare has also shown to help numerous skin conditions, such as acne (teens to menopausal women), rosacea, eczema, sensitive, and overexposed skin (making it ideal for destination spas). In fact, many spas use probiotic skincare as an "insurance" policy. They no longer have to turn away clients, modify, or shorten protocols, because everyone needs help balancing their skin microbiome. Many also use it as their required homecare system, to support more invasive treatments and recovery, due to how effective live probiotics are in skin renewal.

The Live Probiotic Skincare Difference

By adding a live probiotic skincare line to your spa, you're helping your client's skin microbiome produce the postbiotics skin needs to mend and thrive naturally. These postbiotics include AHAs, BHAs, PHAs, vitamins like retinol, antimicrobial peptides, amino acids, micronutrients, antioxidants, anti-inflammatory substances, ceramides, and more. The beauty of using live probiotics instead of lysate-based products is that probiotics work with the individual's unique skin microbiome to create exactly what it needs rather than taking an educated guess, applying products, and hoping the desired results are achieved. Topical live probiotics have proven to help increase collagen and elastin production; decrease redness and sensitivity; reduce the frequency and intensity of breakouts; fight off harmful bacteria, pathogens, and viruses on the skin; and reduce the appearance of fine lines and wrinkles.

A Natural Fit

In summary, everyone's skin is covered in bacteria, and it is the balance of this bacteria that helps create healthy skin. Most common skin conditions are the result of an imbalanced skin microbiome. Topical live probiotics are an effective way to instantly replenish beneficial bacteria, balance the skin microbiome, and provide skin with everything it craves. Think of probiotics as a delivery system of goodness the skin needs to mend and thrive—naturally. ●



BIO: Shelby Isaacson, director of marketing and brand development at LaFlore Live Probiotic Skincare, is passionate about the power of medical botany and sharing her knowledge with others. As a brand and product development expert, Isaacson has conceived and deployed more than 50 wellness products, and consulted for several pharmaceutical companies, as well as one of the largest privately owned medical spa chains in the U.S.

Live Probiotic Skincare Begins with Understanding How Probiotics Work

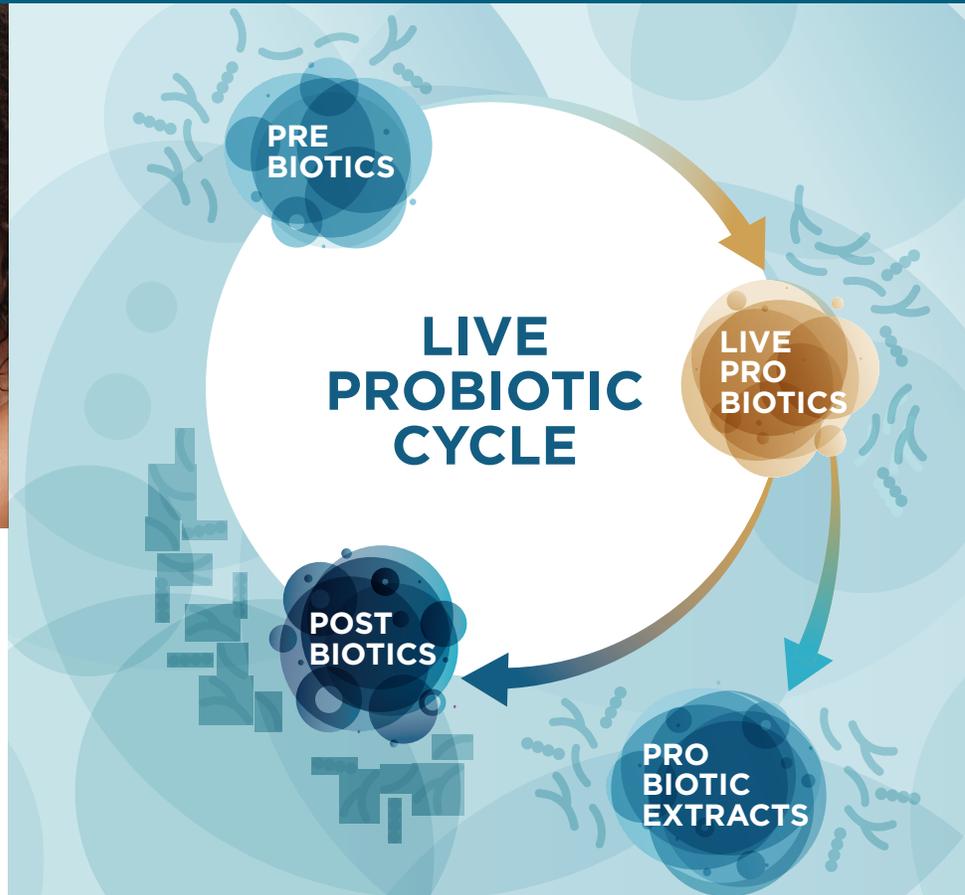


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LIVE PROBIOTIC SKINCARE



PREBIOTICS

In order for LIVE probiotics to effectively support the skin microbiome a supply of energy is needed and must be available. Prebiotics are the source of energy/food needed for LIVE probiotics and your skin microbiome.

LIVE PROBIOTICS

Probiotics are living organisms that have nutritional, metabolic, and immune health benefits. Topical LIVE probiotics provide a boost of beneficial bacteria to the skin microbiome and help neutralize harmful bacteria. They also deliver the postbiotics your skin needs to mend and thrive.

POSTBIOTICS

Postbiotics are naturally produced by LIVE probiotics. They have antimicrobial properties and include vitamins, AHA, PHA, BHA, amino acids, micronutrients, antioxidants, anti-inflammatory substances and more. They naturally help firm, smooth, and reduce wrinkles on the skin.

PROBIOTIC EXTRACTS

Probiotic Extracts, scientifically known as lysates, are a fluid obtained by the process of breaking LIVE probiotic bacterium apart. Probiotic extracts do not contain LIVE probiotics.

*Numerous skincare brands incorporate only probiotic extracts or prebiotics in their formulas and call it "probiotic skincare."
To be classified as a probiotic, products must contain LIVE bacteria.*



TOGRAPHY, GETTY IMAGES

Embracing a Reflective and Holistic Attitude

Guests want to engage all parts of themselves in their wellness experiences as they become aware of the mind-body-spirit connection.

BY JULANDA MARAIS, senior lead for spa operations, Explora Journeys

As people continue to prioritize their wellness both physically and emotionally, they will take a much more reflective and holistic attitude toward wellness next year, focusing on collective wellbeing. We have found that guests want to truly engage all parts of themselves in their wellness experiences as they become aware of the mind-body-spirit connection. The most-powerful tool in fostering life balance is allowing us to reconnect to ourselves and the wonderful world around us. Feeling connected to oneself is a gift and can be achieved through uniting the body and mind in a moment of serenity while awakening the senses. Connecting all five senses to each moment is such a great way to bring together both the mind and body to experience an enriching holistic wellness experience.

During Explora Journeys's Ocean

“Wellness has become more than just a few hours in a spa.”

Wellness signature ritual, for example, guests are connected to all of their senses through the ocean. The sound of Abalone Alchemy crystal singing bowls enhance feelings of peace, beauty, compassion, and love; massage movements boost energy to the mind, body, and spirit; the sight of aquamarine promotes health and vitality,

providing mental rejuvenation and washing away negative energy; a turmeric, ginger, and pineapple shot is offered to enliven and awaken the taste buds; and finally, the smell of sage essential oil is used to signify the start and completion of the signature journey as it balances, soothes, and strengthens the body's senses.

As guests take a more holistic and collective approach to wellness, they are also wanting experiences that they can take home and implement into their day-to-day lives. Explora Journeys also offers retreat

programs that focus on topics, such as sleep and immune health, educating guests on how to implement changes into their lives when their vacation is over. Wellness has become more than just a few hours in a spa and now encompasses the entire experience of creating a healthier mind and body through utilizing all the senses. ●



BIO: Julanda Marais is leading the wellness and spa pillar for Explora Journeys. In her early career, Marais spent

time at sea with Crystal Cruises and onboard The World of ResidenSea, a unique residential concept at sea, where Marais was part of the pre-opening team of **Clinique La Prairie**. Marais has also worked for luxury hospitality companies, such as Four Seasons Hotels and Resorts, and Jumeirah Hotels based in the United Arab Emirates as the regional director of spa.



PHOTOGRAPHY: GETTY IMAGES

A Focus on Mindfulness

Treatments that help improve overall wellbeing and mindfulness are on the rise.

BY MELISSA MACIAS, spa supervisor, The Spa at Hotel Crescent Court

Mindfulness within the spa and wellness industry continues to flourish and is expected to expand and grow in the coming years.

This is due to promising research and the increase of individuals looking to embrace new personal goals and intentions toward a healthier lifestyle or amplify their self-care practices. Individuals seeking more attainable treatments that help achieve overall wellbeing and mindfulness are in luck with readily available spa and wellness treatments on the rise that encourage or aid in achieving mindfulness.

Mindfulness can be a challenging but attainable wellness practice that is designed to retrain the mind to be fully aware and present in the current moment. It is known to have numerous benefits that can be accomplished in various ways—through alternative spa treatments or by actively taking part in wellness classes. This can include treatments,

such as guided meditation, massages, mindfulness classes, energy work, and Ayurveda. It can also include alternative therapies that help induce sleep, which is one of the most beneficial aspects that individuals need for mental clarity; stress and anxiety relief; improving and regulating mood; and overall wellbeing, including lowering blood pressure.

Mindfulness classes and practices are a vital part to sustaining an overall state of wellbeing. Through mindful meditation and classes, participants can experience bodily healing and restoration, releasing negative thoughts, emotions, and energies. Meditation practices and yoga classes have become increasingly more popular recently, as more people have started to see the benefits in their daily lives. Meditation and yoga assist in controlling anxiety, enhance self-awareness, lower blood pressure, and much more. Furthermore, people are

actively participating in mindfulness at home with special products, such as the use of oil diffusers and essential oils with healing properties, as well as candles that can calm stress, improve mood, or boost energy levels.

The Spa at Hotel Crescent Court (Dallas) offers unique therapies and treatments, such as the Tranquility Pro Sleep Massage, which is a sensory journey using Indonesian massage and Ayurvedic soothing techniques. This ritual acts in synergy with a soothing essential oil blend to effectively bring about a state of deep rest and a tranquil and peaceful mind. This treatment is perfect to ease chronic stress and to support restorative sleep. ●



BIO: Melissa Macias is the spa supervisor at The Spa at Hotel Crescent Court (Dallas).

Infection Prevention is Top of Mind for Spa Professionals

Workplace germs are here to stay, so spa professionals are getting certified to stay safe and keep their clients protected. BY MILICA PETKOVIC, director, Prevention Disinfectants



Dealing with the pandemic over the last two years has certainly been a challenge for spa owners, managers, and employees. However, the practice of infection prevention is not new, given that regulations, state guidelines, and best practices have been in place for decades to protect professional beauty workers and their clients.

Learning how to maintain a germ-free service and treatment area is now standard curriculum for graduating cosmetology and massage school students, so this may be a good opportunity to refresh your knowledge and get a good understanding of the impact germs can have on your spa and client interactions. There are many online resources at your fingertips, like the complimentary educational course offered by Prevention Disinfectants that shows you how to put together your own infection prevention plan, which is a customized set of processes and protocols to maintain a safe working environment for you, your staff, and clients. At the conclusion of the course, you can obtain a personalized certificate.

The Three A's of an Infection Prevention Plan:

Awareness: Know the risks posed by germs to your health and your clients.

Action: Understand the steps you can take to reduce or eliminate those risks.

Adoption: Develop a consistent approach to be taken with all your team members and clients.

Elevating your infection prevention knowledge will be multi-faceted and include steps you can take working directly with clients or as someone managing a spa and overseeing other employees. Fighting germs is a team effort that requires everyone working from the

same playbook and adhering to the same practices when implementing protocols, from reception to all your treatment areas. By becoming germ aware, you'll be more informed and confident, knowing you're employing the best cleaning and disinfection practices in your facility—something you will be able to share with your colleagues, employees, and clients alike. Best of all, implementing an infection prevention plan will ensure you're not only combatting workplace bacteria, viruses, and fungi but you'll be ready for emerging viral pathogens like monkeypox, as well.

The spa industry is also being aided by significant advances in technology. Gone are the days of using harsh, slow-acting chemicals that were potentially as dangerous as the germs they were meant to eradicate. Newer disinfectants kill a broader spectrum of pathogens faster while also being safer on users, equipment, and the environment. So, it's important beauty professionals learn how to make the right choice when choosing cleaners and disinfectants for their spa.

Getting infection prevention certified not only makes you better prepared to maintain a safe working environment, but it also comes with other benefits. Beauty professionals are using their personalized certificates to promote their commitment to client safety by posting them prominently in their spas, on their websites, and on social media. It's quickly becoming the new norm to elevate and differentiate your spa's focus to providing a germ-free space in an ever-changing world. ●



BIO: Milica Petkovic is a director at Virox Technologies Inc., the makers of the fast, yet effective Prevention Disinfectants for Spas and Salons. For more information, visit, www.preventiondisinfectants.com.

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Improving Skin at the Cellular Level

Peptides offer an effective way to help stimulate new cell growth and repair prior damage to existing cells. **BY MEL SCHOTTENSTEIN, NMD, MBE, holistic medicine specialist**

Imagine reversing the effects of aging at the cellular level using peptides—strings of amino acids arranged in specific sequences designed to promote elongation of our telomeres, stimulate collagen production, and firm skin. As we move into 2023, medicine is moving away from treatments with temporary, frequently suppressive, superficial results, for ones that embrace our own physiological processes, enhancing functionality, stimulating new cell growth, and repairing prior damage to existing cells. Peptides offer a way to repair from the inside out.

Elongating Telomeres

We cannot speak of anti-aging peptides without mentioning Epitalon, a telomerase activator or elongator. In the nucleus of cells, we have chromosomes (DNA strands). At the end of these strands are caps or telomeres responsible for protecting genetic material. In addition, we possess an enzyme known as telomerase, which extends the lengths of the telomere caps, preserving the health of our chromosomes. As people age, telomerase decreases, the length of telomere caps decrease, and people start experiencing lower cellular functionality. Interestingly, researchers have discovered that the peptide Epitalon increases the activity of telomerase

and thereby the length of telomeres. Epitalon improves physical endurance, regulates the circadian rhythm, rebalances melatonin production, repairs muscle cells, and enhances overall hormone health.

Improving the Texture of Skin

There are various procedures available today that help to improve the texture of skin, ranging from lasers to microneedling. Is it possible to improve the texture of our skin in a less-invasive way? The peptide GHK-Cu—a string of amino acids with copper attached—enhances skin texture by increasing collagen synthesis, blood vessel formation (angiogenesis), and nerve regrowth (neurogenesis). Additionally, researchers have found that GHK-Cu can reduce oxidative damage to the skin, remove damaged tissue, and stimulate the growth of new, healthy skin. This copper peptide can help improve skin texture, stimulate hair regrowth, and repair weak, brittle fingernails.

Firming Without Needles

Not everyone would like to be injected with botulinum toxin to reduce fine lines and wrinkles. What if we could apply a non-toxic serum to our face instead? The peptide Argireline mimics the action of the botulinum toxin by similarly affecting the release of

the neurotransmitter acetylcholine, which diminishes muscular contractions within the targeted areas. In fact, researchers have found that after four to six weeks of using Argireline, the depth of wrinkles decreases on a scale comparable to a botulinum toxin injection.

Only the Tip of the Iceberg

Each of these peptides demonstrate phenomenal regenerative effects on the body when used by themselves. However, their results can be notably enhanced when combining them with other peptides and/or other regenerative therapies. Every person is unique and requires a customized treatment plan for optimal results. There are more than 100 different peptides that have been approved for use by the U.S. Food and Drug Administration for a variety of purposes, and more are being discovered daily. As healthcare providers and patients, we must think on the cellular level to truly regenerate the body from the inside out. ●



BIO: Mel Schottenstein, NMD, MBE, is a holistic medicine specialist with training in biological medicine, biofeedback, homeopathy, acupuncture, and more.



Longevity-Based Wellness is a Top Interest

Longevity-based wellness focuses on modern integrative and regenerative medicine to delay the aging process. **BY TAMSIN LEWIS, M.D., medical director, RoseBar at Six Senses Ibiza**

To achieve a state of optimal wellness requires a holistic focus, encompassing physical, emotional, and spiritual components. Widely published documentation of healthy living benefits continues to be a cornerstone of the health, lifestyle, and travel industries, with a recent Accenture study finding that among high-income consumers, 39 percent say they have a wellness retreat booked for 2023. As bettering one's mind and body increasingly gains importance among international travelers, this ideology is expected to grow as a priority in the coming years. Particularly, the industry is seeing longevity-based wellness as a top interest, which focuses on modern integrative and regenerative medicine to delay the aging process.

With a deluge of online information available, wellness-seekers are searching for evidence-based approaches to optimal health, and this has led to an uptick in treatments, amenities, and programming aimed at taking a scientific look at the ultimate in wellbeing: longevity. Through the use of IV infusion therapies, comprehensive lab diagnostics, hydrotherapy, and more, consumers are

anything but short of options.

The RoseBar program at Six Senses Ibiza (Spain) is one example of an industry leader blending the power of science and spirituality to enhance one's healthspan. Powered by a world-class scientific advisory board and guided by the belief that the journey of life does not need to be one of depletion, but renewal, RoseBar uses advanced diagnostics and medically led assessment, combined with nature's best remedies and energy medicine, to enable a new generation of anti-aging programs. The diagnostics include biological age testing via the science of DNA epigenetics and comprehensive blood analysis, blood pressure, and stress screening. Therapies include personalized IV vitamin/mineral infusions, biohacking, somatic therapy, breathwork, and integrated osteopathy. All are delivered as part of a four-part system coined the Age Defying Mix. Consisting of an assessment, diagnostics, bespoke programming, and follow-up, the personalized treatment plans are designed to address and support behavior change and long-term solutions, not temporary fixes, for a truly transformative experience.

Longevity-focused wellness utilizes

regenerative medicine to provide evidence-based treatments that focus on and personalize the right hormonal, genetic, environmental, nutritional, and lifestyle factors that enable the body to self-repair.

Wellness is now not only fitness, skincare, or beauty treatments, but rather a lifestyle to encourage holistic longevity. With the introduction of new technologies that can address the root cause of someone's health issues, consumers' desires and expectations of their wellness experience have shifted to include more clinical services. As knowledge of longevity and health technologies become more widely adopted, the demand for measurable results and evidence-based offerings will only continue to increase. ●



BIO: Tamsin Lewis, M.D., medical director at RoseBar at Six Senses Ibiza, applies the art of science and longevity to practice. She is a medical doctor qualified with honors from King's College London and Guy's and St Thomas' Hospital (London) in neuroscience and the biology of aging, and a specialist training in psychiatry and sports medicine.



Top 5 Day Spa Trends

From a demand for dermaplaning to enhanced customer service, these five trends are sure to grow in the upcoming year. **BY REBEKAH ZEPFEL, certified esthetician and owner, Lemon & Honey Day Spa**

Dermaplaning

There is a huge resurgence in dermaplaning, a physical exfoliation technique that lends to better control over the exfoliation, in that the use of dry or oil methods give the client the best exfoliation technique for their skin type. Clients can see results instantly and enjoy the benefits for three to four weeks. Dermaplaning uses a scalpel to remove dead skin, buildup, and any unwanted peach fuzz. Skincare products are able to penetrate the skin better and the skin appears brighter and smoother. This technique also improves makeup application.

Eastern Medicine Techniques

Less essential oil remedies and more incorporation of Eastern medicine techniques have been growing recently. From facial cupping, gua sha, and reflexology, essential oils are no longer the go-to solution for skin health. Facial cupping or gua sha have shown to improve internal health and boost the immune system, as well as improve the overall appearance of healthier-looking skin.

Retinol

Retinol is now more easily and readily

available in many over-the-counter serums. Clients can expect to see great results when this product is used appropriately. The adage “a little goes a long way” is true—less is more with this miracle ingredient. Nowadays, it’s not just left to be prescribed by a dermatologist, but clients should use caution and consult an esthetician or dermatologist prior to use.

Stress-Relieving Beauty Routines

Clients want to incorporate healing and relaxation into their beauty maintenance routine because they have high-stress levels and little time. Incorporating relaxing ambience, massage, and even sound therapy into their everyday beauty routine has shown that clients really can have their cake and eat it, too.

Enhanced Customer Service

Enhanced customer service is trending in a big way. Customers are now going out into a world where businesses hire new employees frequently, meaning they are often less knowledgeable and experienced. Good customer service has dropped and clients are frustrated about it, so now more than ever, they want the best service—and they are willing to pay for it. Gone are the

days of express treatments and mediocre services. Clients want to go to a spa and feel pampered, from the client greeting experience to the service, and most importantly, an easy pain-free checkout experience. Spas are leaning more and more on technology to provide an end-to-end completely fabulous experience that is truly stress-free. While it may mean clients need to plan ahead for their spa day, when they come into the spa, the staff must have a plan to make it seamless and comfortable all the way through. ●



BIO: Rebekah Zepfel has been esthetician for the past 18 years and specializes in skin transformations and

combining Eastern and Western skincare techniques. Over eight years ago, she began her journey as spa owner—opening **Lemon & Honey Day Spa** (Newport Beach and Villa Park, CA) working as an esthetician, spa coach, and esthetician trainer. In 2020, she launched L&H Skin, a skincare line focused on education. Through her journey with skincare she has formed a deep passion for education and learning to better help her clients.



PHOTOGRAPHY: GETTY IMAGES

Virtual and Self-Guided Wellness to Improve Overall Wellbeing

Virtual wellness or the wellness-anywhere trend has allowed clients to find grounding and mindfulness in any environment. **BY EMILY PRESTON**, director of spa, Spa at Sweetgrass at Wild Dunes Resort

A sense of necessary self-reflection and understanding the importance of overall wellbeing was greatly enhanced during the pandemic. Virtual technology has transformed not only the way we work and communicate but has made maintaining a healthy lifestyle and habits more attainable. Virtual wellness has broken barriers to allow a more affordable and accessible approach to self-care at the user's convenience. Research and studies have proven that wellness, including virtual wellness can reduce anxiety levels and negative emotions while promoting and encouraging a positive mood. From online workout classes, mindfulness, and guided meditation apps to virtual doctor visits, there are now so many options that, because of technology, are permitting individuals to take charge of their health, physically and mentally.

Outside of the spa industry, as healthy lifestyles continue to trend following the

pandemic, virtual wellness or the wellness-anywhere trend has allowed individuals to find grounding and mindfulness in any environment. As firm believers that an individual's wellbeing should not be limited by time or resources, we can expect this wellness-anywhere trend to continue to grow. Within the spa industry, virtual and self-guided wellness practices can be used to enhance the guest's experience within the spa to provoke a sense of calmness prior to receiving a spa service, leaving the guest in a deep tranquil state of mind. It can also be used during treatments to provide an immersive experience that allows guests to transport their mind and body to the most serene settings creating an even deeper relaxed sensation.

Many spas and resorts that have offered state-of-the-art wellness treatments to guests for years, have incorporated virtual wellness into their offerings, now sharing their tried-and-true practices online for guests to practice. This comes in the

form of YouTube videos, blogs, and social media. In 2023, with the ever-growing need for self-care, I believe virtual and self-guided wellness will be trending, as the millennial presence continues to grow in the spa industry. This will encourage industry professionals and businesses to adapt to the culture of our clientele; that being technology. ●



BIO: Emily Preston is the director of spa at the **Spa at Sweetgrass** at Wild Dunes Resort (Isle of Palms, SC). Her passion

for wellness began at Clemson University where she earned her bachelor's degree in human nutrition and started her career with Wild Dunes Resort in the fitness industry. Through her journey, her interest in wellness grew which led her to be a vital part in opening the Spa at Sweetgrass as the assistant spa director and recently promoted to director of spa.