



## FEEL THE GLOVE

Although there's no scientific evidence showing that UV nail lamps pose a health risk, some women would rather not take any chances when receiving their regular shellac or gel manicure. Enter the YouVeeShield, an elasticized plastic hand cover for manicure and pedicure clients.

Renee Albera, YouVeeShield president, came up with the idea for the covers after habitually forgetting to bring her own fingerless cotton gloves to gel appointments.

"I refused to give up my regular treat, so I joined forces with a team of Silicon Valley engineers," Albera explains. Together, they spent 18 months developing the product.

The single-use UV protectors are made of thermoplastic elastomer containing titanium dioxide, an FDA-approved additive that blocks UVA and UVB rays.

The shields have six stretchable slits so they can be used on hands or feet of various sizes.

More information can be found at [youveeshield.com](http://youveeshield.com).



NICOLE BAILEY

## PRO TOOLS

### The pro:

Nicole Bailey, spa supervisor, Sense spa at Rosewood CordeValle, San Martin, California

### Her tools:

#### 1. Adapt to your clientele.

"It's vital to understand the customer and work around her schedule, not the other way around," says Bailey. "At the resort, we have a lot of

guests who are trying to make tee-times, tennis lessons, wine tours and culinary tastings. Our '19th Hole' spa option is modeled after a tapas menu and allows all guests, especially those who aren't regular spa-goers, to experience an abbreviated version of some of our more popular treatments. We can anticipate our customers' schedules, which ensures they don't miss out on the spa experience."

## ★ Retail Superstar

**The star:** Pevonia C Complexe with Oxyzomes

**The spa:** Centre for Well-Being at The Phoenician in Scottsdale, Arizona

### Why it flies off the shelves:

"Personally, I don't leave the house without this vitamin C layer on my face," says Karen Timpani, spa retail specialist at The Phoenician. "Vitamin C is the No. 1 one thing all women should be wearing. First, it brightens the skin, so you have the glow that everyone covets. Just as importantly, Pevonia's products protect from free radicals and environmental damage. The C Complexe helps reduce fine lines and wrinkles, and it's very hydrating. My clients love the silky texture and how it absorbs really quickly into their skin. But what makes this particular vitamin C special



KAREN TIMPANI



is that the oxyzomes are microspheres that are time released—they're actually being released into your skin throughout the day, so my clients are thrilled that they're getting vitamin C for nearly a full 12 hours."

### How it's promoted:

"I ensure that my estheticians always apply the product at the end of facials but before moisturizer and sunblock. It's also often applied before the final mask," explains Timpani. "Women leave the spa truly glowing because it's such a great brightener. That's why they love it—they have that radiant, hydrated look. Plus, I make sure clients know that it's suitable for all skin types, which also makes it very popular!"

**2. Boost your youth appeal.** "Spa is essential to good health, and the earlier that spa visits are incorporated into one's lifestyle, the better," adds Bailey. "We recently launched a junior spa menu, designed for our guests ages nine and above. In this sense we're effectively attracting a new, ever-growing client base."

**3. Focus locally.** "Our resort is in Northern California, one of the lushest parts of the country, and we're always looking for ways to showcase the bounty of the natural world around us," says Bailey. "Our signature treatments are derived from local herbs, plants, minerals and fruits as well as raw honey and grapeseed. The guests absolutely love the local angle, and so does the rest of the wider Bay Area community."

# WEB DESIGN

ANALYTICS  
BRANDING  
CONTENT  
MARKETING



## Marketing Off-load

You're savvy and skilled when it comes to skin care and everything beauty industry related. But when it comes to coding a website, understanding Search Engine Optimization and perfecting your social media strategy, you may not necessarily be an expert.

That's where LocBox aims to help. An online marketing platform designed to offload the headaches of web branding, LocBox **combines creative services and technology to digitally boost your business.**

"We're discovering all of these marketing tools and techniques, and we're finding that some spa owners aren't aware they even exist," says Rick Kawamura, vice president of marketing for LocBox.

The platform focuses on email marketing and click-through rates, search rankings, presence on review websites and social media.

"Facebook is a huge channel for driving new business acquisition," Kawamura explains. His company works to get small businesses more "likes" and a bigger fan base, and helps generate fun, engaging posts that perform well on news feeds of their clients' targeted audience.

With a dedicated creative team, LocBox prides itself on three points of service: engagement, reputation and attracting new customers by creating lists of email addresses based on daily deal sign-ups.

The Silicon Valley start-up has about 1,000 customers—60% of which are spas, health and beauty businesses—and has launched more than 13,000 marketing campaigns.

For more information on LocBox services and packages, visit [locbox.com](http://locbox.com).

## FILLING THE BOOKS

If you're concerned about not capitalizing on empty appointment times, you're certainly not alone. Nearly 1,000 spas across the United States and Canada have employed the help of WebOpenings Inc. ([webopenings.com](http://webopenings.com)), whose website integrates with existing appointment software and helps sell the last-minute openings in your spa's calendar.

The site is branded to have a VIP feel, in which **clients become members to sign up for discounted, last-minute services.** They provide their email address, and are also asked to forward the invitation to four friends. With that contact information, WebOpenings is able to drive a viral marketing campaign to thousands of potential last-minute clients.

"Instead of going after the coupon seeker, our company targets like-minded individuals through Facebook and email marketing to drive incremental revenue for the location," explains Sam Hennes, president of WebOpenings.

Your potential customers have three entry points for WebOpenings: a widget on your business's website, via your company's Facebook page and directly through [WebOpenings.com](http://WebOpenings.com). The New York City-based company charges a one-time software set-up fee and takes an 18% cut of the service's cost.

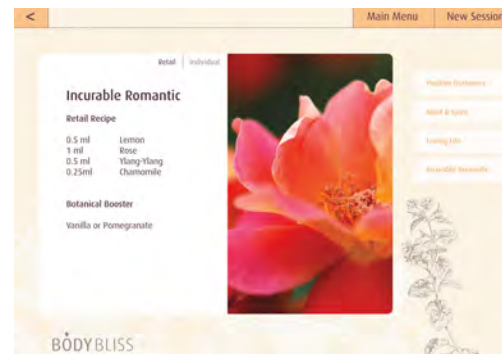


## Personalized Perfume

What's a more memorable way of creating a personalized spa treatment than letting your clients custom-make their aromatherapy cream—right in your spa? That's the concept Nicholas James, cofounder of Body Bliss, had in mind when he created the Intentional Aromatherapy Application, which **merges 21st-century technology with the increasing demand for customized spa treatments.**

The smartphone and tablet app enables your clients to answer a series of questions about their objectives for the treatment, emotional state and ongoing at-home goals. Their answers help formulate a recipe for a unique aromatherapy blend. Using the easy-to-assemble Aroma Design Bar—which was created to accompany the app and contains a robust set of essential oils—your spa's therapists can add the selected oils to a cream base and produce the guests' customized scent on the spot. The blend can be used in the treatment room, then sent home with the client.

Spas can use the duo to create aromatherapy blends based on



seasonal, floral and herbal inspirations. They can also formulate blends to complement scents already being used in treatments.

Wielding his advanced degree in Botanical Science, James ensures Body Bliss sources top-quality raw materials from artisanal and co-operative farmers and distillers across the world.

"In making products, two things are important: what you leave out and what you put in," says James. "Therapists and body workers are in intimate contact with the products they use all day, every day. They deserve to work with the purest products possible."

For more information, visit [bodybliss.com](http://bodybliss.com).