

## Energy, Innovation, Passion & Good Management The Spa Business Model of 2010 and beyond

After coming out of the worst economic downturn in decades the spa market has managed to weather the effects. In addition to the economy, the sustainability of small business continues to be a challenge. Many once successful operators who have been in the industry for more than 15-20 years are finding themselves tired of going it alone with little or no support.

According to a 2000 Spa Industry Study prepared by Price Waterhouse Coopers, stagnation is a frequent and understandable occurrence for the isolated spa owner. Isolation lack of support, planning, knowledge and tunnel vision can be major limiting factors to the success of any business. Spa owners often get stuck in the day-to-day necessary tasks of running, manning and operating their spa.

With the global competition growing faster than could have ever been imagined as a result of the introduction of the internet, how can one keep up and still enjoy ownership and success? The practice of doing business professionally and with good management is now an essential part of the spa industry. What was once a simple operator type business now requires a team of professionals to compete with large corporations entering the market and vying for the same consumer dollar.

With consumers increasingly price shopping significant spa deals, value added pricing and services has become an important strategy of the spa advertising campaign. Luxury facilities have to work harder to demonstrate how unique their experiences and special treatments merit a greater cost. Maintaining adequate profit margins required to run a labor intensive business is essential and an ever increasing challenge.

Yet consumers still recognize that health, wellness and beauty services available at the spa helps to relax and make one feel good. Each day more and more women and men seek results oriented, non-invasive face and body sculpting, light and laser based treatments and traditional beauty and relaxation services. In fact aesthetics is the fastest growing service industry in the world today. The wellness industry is predicted to reach 10 trillion dollars in 2010.

A significant trend resulting from the economic downturn is the desire to simplify every aspect of life. Spa menus are now undergoing a similar transformation. A simple description of the experiences available and a greater focus on core treatments that offer tangible benefits and proven results are being featured.

The World Health Organization predicts that by the year 2020 stress will be a major contributing factor in the top five diseases. How can the spa do its part in helping to reduce stress? Some of today's most popular treatments include massage, meridian and energizing treatments with age old eastern methods combining the technologies of our high tech world. The beautytek offers the ideal blend of Chinese acupuncture methods with computer intelligence. [www.beautytek.ca](http://www.beautytek.ca)

The spa service menus continue to evolve with light based results oriented treatments offering proven results and benefits, as research in laser and light based spa solutions continue to advance,

LHE principles of selective photothermolysis utilizes the dual energy pathways of light and heat. This technology gains the greatest advantage of the light/heat relationship and it has arrived. A Patented technology that protects the skin and proprietary algorithms take full advantage of the skins thermal absorption characteristics. Lowering the fluence eliminates the need for skin cooling techniques, simplify the treatment process and minimize risk of harmful side effects, making it safer, easier and more cost effective. This unique balance of light and heat also enables effective treatment for the more difficult hair (i.e., salt-n-pepper) and skin types. Darker skin Types V-VI and sensitive, tanned and Asian skin can now comfortably and safely benefit from phototherapy treatments. The range of phototherapy treatments include hair removal, skin rejuvenation and collagen renewal, vascular and pigmented lesions, acne clearance and skin tightening.

Introducing “Avyonce CosMedic Spa,” an on trend business model combining the core anti aging treatments of the medical spa with the pampering relaxation services of the traditional day spa. With the combination of anti aging treatments, cosmeceuticals used to administer spa treatments and take home care products these advanced, revolutionary treatments and products form the foundation of the exciting new merger of cosmetology and medicine. Avyonce refers to this model as the CosMedic Spa.

Avyonce CosMedic Spa is being offered to the Canadian market by way of franchise providing a professional business support team to help run a successful spa business. The Avyonce CosMedic Spa Corporation concept to completion services includes business planning, brand development, demographic customer and site selection profiling. The assistance of a site selection specialist to negotiate the best location lease. Design, build out, the right mix of capital equipment, product and an expert operations team. Marketing, Advertising support and the right sales training to make this spa business opportunity the ultimate turnkey experience.

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