

## Member News

*DISTINGUISHED DAY SPA OF THE YEAR AWARD* was given to two of our accredited Day Spas – presented at the closing ceremony of the IECS Conference in Las Vegas. The honor went to PRESTON WYNNE DAY SPA in Saratoga, CA and to DePASQUALE, THE SPA in Morris Plains, NJ. Both received a beautiful wooden plaque with marble plating and gold lettering, which now adorns the entrance to their facilities.

*Randall International* announced the opening of their brand new manufacturing building in Carlsbad, CA, considered one of the most attractive and efficient cosmetic facilities in America. It is a place “where dreams are made - where new products and new packaging and new excitement are developed” – contact: William Randall at 760-438-7488

*Spa Skin Care Systems* created and opened their own signature day spas in NY + NJ...Phases Skin Care & Day Spa have joined the ranks of our association day spa members – contact: Sara Litken at 888-759-SKIN.

*Preston Wynne Success Systems* has taken on the distribution of Lyposage™ an exclusive body contouring treatment created by Swedish Bodyworks founder Charles W. Wiltzie. For more information contact: Peggy Wynne Borgman at 408-741-1750.

*Miki Giunta of Avancé* just opened the University of Esthetic & Wellness. Adjacent to DePasquale, The Spa in Morris Plains, NJ, it will be a major Educational Center with courses not only in Esthetic and Spa Therapy, but will include Spa Management & Operations as well. Contact: Nancy Gilberti at 973-656-1401.

Send in your news worthy items to appear in this section!

## Member Benefits

Our DIRECT MAIL program available only to our ALLIED members is being received favorable...in the last few months Börland of Germany and Inner Beauty Imaging/Inneractive mailed some very attractive offers to

you...did you take a good look at what they have to offer and how you can take advantage of our unique network?

Attention: ALLIED MEMBERS – this is a benefit to you not to be overlooked – here is what one of your fellow members has to say:

*Dear Hannelore*

I would like to report the results of the Direct Mail Program which we carried out through The Day Spa Association.

Since spa managers are inevitably inundated with promotional materials from companies like ours we felt that there would be a distinct advantage if the approach came from an independent organization and a respected figure within the industry written on our behalf.

I can report that several spa owners and managers who called us as a result of the first mailing remarked that they normally discard or at best merely scan briefly most of the promotional literature which is mailed to them. However, since our letter of introduction was written by you and came from the Day Spa Association they read through the information with interest.

As a result we received a very favourable response to the direct mailing program. From the 40 or so leads we received from the first mailout we have established 12 accounts that have continued to be regular customers using our products for both treatments and retail sales. From our second and third mailouts conducted at 6 month intervals we have established another 18 regular customers.

The direct mail program provided us with an excellent launchpad with which to establish a foothold in this highly competitive market. Since then we have gone from strength to strength and are now widely recognized as the experts in the field of Moor Therapy.

I can wholeheartedly recommend the Day Spa Association Program to any company which uses direct mail to impart information to decision makers within the industry.

MOOR  
Spa

*Sincerely,*

*Michael Beresford / President & CEO, Moor Spa*

Attention: DAY SPA MEMBERS – we have just completed converting all the addresses from individuals who have submitted their survey questionnaire over our web site...these addresses are available to our members – why not let them know you are their neighborhood day spa? After all, they are your potential clients having searched the web for “day spas” or “spas”...addresses can easily be sorted by zip codes, or you can order our entire list...we supply them on disc or labels (incl. hardcover with phone numbers and Email addresses).

We are disappointed not having gotten any feedback from our proposed FAX Service to our ALLIED MEMBERS ...contacts of persons who are “thinking of” or in the “process of” opening a day spa...Did you utilize the contacts we sent you in the beginning of this year? Did they produce results? We did not implement this segment of our Benefit Program...we need feedback – shall we continue and if YES, in what form? Please call/FAX/email your comments to Hannelore, in care of the Day Spa Association.

## Welcome new Day Spa Board Members!

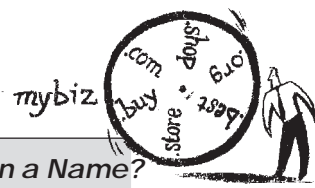
*Kay Acuazzo* – Co-owner of The Spa at Paul & Kay's in Philadelphia, a CIDESCO Certified Spa/Salon. Educational Director of Esthe-tec Esthetic Training Institute for advanced training, spa Consulting, Aromatherapy and spa products. CIDESCO Diplomat and Examiner

*Mary Bemis* – the Editor-in-Chief, American Spa, the leading magazine for the spa industry. 14 years editorial experience in the subjects of health, spa and food for a variety of magazines including American Health, Shape, Fit, Marie Claire and more. Co-author of Nature through Her Eyes: Art and Literature by Women

*Robert Diemer* – Bioelements Director of New Product Development and Education. Internationally recognized as an expert in the field of esthetics; developing professional skin care methods that are uniquely American for 35 years; CIDESCO Diplomat, NCA's Hall of Fame 1964+1976; Founder of America's first esthetics postgraduate institute; founding Chairman of the National Cosmetology Association's Esthetics America

*Carmela Roush* – Owner Shear Design Salon & Day Spa, OH. 26 years in the beauty, health and fitness industry. Educator of the State of Ohio Cosmetologist CEU's. She was the first to bring cosmetology courses to a major college campus. Founder of Natural Solutions, a consulting and education company for salons/spas who want nutrition to become a viable part of their business.





## Marketing Promotion

The Yellow Pages – our success to get the endorsement of the Yellow Page Publishers Association to encourage all local publishers of the Yellow Pages throughout the country to implement a heading DAY SPAS has gotten good press coverage. We have had a few of our members

request the original letter from the YPPA to stress their point with their local book publisher – have you gotten your copy yet? Have you contacted them yet? Remember, the Yellow Pages is THE place where your potential customers “let their fingers do the walking”!

## Alliances

Spa/Salon Staffing Service and our spa e-bank are now linked and Kit McCormick will be the official “employment arm” of THE DAY SPA ASSOCIATION. If you have any questions contact Kit at 888-736-1711 or Email her at [Salonstaffing@cybertrails.com](mailto:Salonstaffing@cybertrails.com)

St. Christian Systems is our new WebMaster – together with Patrick Simpson we have developed an attractive web-marketing program that will benefit all of us. The enclosed brochure will give you some ideas how you can get involved in e-commerce. Patrick will be calling you to see what your questions and needs may be...so start a list now to be prepared for his call! No matter what your question(s)...Patrick has the answers!

### What's in a Name?

The way you register your Web address is changing, and this change could end up costing a good bit of money.

A new, international entity -- the Internet Corporation for Assigned Names and Numbers -- has been formed to take over the name-registration system from Network Solutions, Inc., whose contract expires in 2002. ICANN is a not-for-profit organization run by a global, 12-person board of directors.

Under NSI's agreement, the U.S. government underwrote part of the cost of every domain-name registration. By contrast, the new system's process must be self-liquidating. The hope is that as more companies become involved, the competition will drive costs down. But even if that happens, the cost will increase. If you've been thinking about registering any names, do it now. From "Small Business & Communications Sept. 1999 Issue".

### Some interesting statistics

about [www.dayspaassociation.com](http://www.dayspaassociation.com) that even surprised us:

GENERAL STATISTICS	TIME PERIOD	RESULTS
Most active day of week	July	Monday
Least active day of week	July	Saturday
Most user sessions	7-28-99	361
Least user session	7-4-99	44
Number of user sessions	July	7,489
Percentage of sessions in US	July	91.06
Average user sessions per day	July	249
Most common browser used	July	AOL
Busiest time of site	July	3 - 4 pm

These statistics are generated by WEBTRENDS and COMMUNICATION JUNCTION, and are accurate as of August 4th, 1999.

We are creating a very aggressive link program to high-traffic sites that are related to health, fitness, beauty, fashion, nutrition, women's forums and business exchanges, postings on newsgroups, etc....These efforts will bring viewers to [www.dayspaassociation.com](http://www.dayspaassociation.com) that will become our day spa members' customers and who will demand the products they see and learn about on our site. To quote from the experts: "...netizens are more intimately involved with the product or company they encounter on the web, which is why direct marketing online makes all the more sense!"

Soon we will start an interactive web exchange forum...the panel will be made up mostly from members of our Day Spa Advisory Board...if you think you like to be part of this panel, let us know...your commitment: you need to tune into our website at least 3x a week to see whether there are questions posted that you can answer.

## CONTEST ! ...

WHAT SHALL WE CALL THIS FORUM? SPA Q & A - SPA e-forum - The SPA exchange?  
winner will be announced in our next newsletter!

Remember questions will be coming from consumers and professionals! Once this forum is established we will then take it live...SPA CHAT?? A weekly chat room with a moderator featuring an expert in one of the many subjects that make up a true day spa menu.

### Consumer Comments Received Via Email...about our service and yours

- The worst experience I have had with spas is the length of time I had to wait to be serviced at one spa (45 minutes). That was totally unacceptable. They will never get my money again (I will not give a name). Amekia S. - Chicago, IL.

- I would love to go to a day spa on a regular basis, but I am a large-size woman and I'm concerned about being made to feel uncomfortable - larger robes, etc.? Gaye B., Lynnwood, WA.

- Thank you for your prompt response. It is wonderful to get a real person. Yes, I think I would like to join your organization. J. Frazier, Houston, TX.

- I am not a big surfer of "the net" but am currently taking a fashion retail program in Canada. We are learning all about store planning and I decided to do my project on day spas. Luckily, I stumbled upon your website and found it to be a wonderful information tool. Before I knew it I had been on your website for over an hour. Believe me, that is amazing. Thank you for your glossary of terms and spa etiquette. I had a wonderful visit on your website! -Jennifer

- How wonderful to come across your site. I work at a day spa in Canada and quite love the work in this field. Your site is an incredible resource to professionals and to clients. Thank-you, Sylvia, Edmonton, Alberta, Canada

[www.dayspaassociation.com](http://www.dayspaassociation.com)

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## Education

• *Our Day Spa Exhibit at the Las Vegas IECS Conference in May* was a huge success...fellow ALLIED members Börlind of Germany, Pittsburgh Plastics, Spa Skin Care Systems, Spa Gallery and French West Indies Imports worked together to not only promote their products but to present the day spa concept to the hundreds of contacts made with a united voice for the day spa industry.

• *August found us in Atlantic City at the Esthetic & Spa World Congress*, were again French West Indies was one of our co-exhibitors. New Life Systems distributed hundreds of their catalogs from our booth and interest in THE DAY SPA ASSOCIATION and our service to the industry was indeed well received.

### COMING SOON...

• *International Esthetics, Cosmetic & Spa Conference – Nov. 6 - 8, Orlando, Fl...*we invite you to come to this industry event and visit us in booth #133 + 135. Many workshops are being offered, including one sponsored by THE DAY SPA ASSOCIATION on Saturday morning from 9 - 11. We hope to see you there as well! For a special treat and to network with fellow members we are continuing our tradition of a Day Spa Association get-together on Sunday evening. Be sure to FAX the enclosed RSVP to 201-865-2065 so we can send you details about location and time as soon as plans are finalized.

• *World Spa Exchange – www.worldspaexchange.com – the Virtual Trade Show for the spa industry now carries a Day Spa Association e-booth.* Come visit us often – you can also post questions there to Hannelore Leavy or to any of the other experts on their panel.

### YEAR 2000

• *Subscribers to DERMASCOPE* (free for 1-year to members) will know that the trade shows of Dermascope & Les Nouvelles Esthetique will be one and the same from now on! The publishers of these two well-established esthetic trade magazines have come together and will create four industry shows in the year 2000 that you will not want to miss! – April 2-3, Philadelphia, PA – May 7-8, Toronto, ON, Canada – June 3-5, Long Beach, CA – Oct. 21-23 Miami, FL

• *The Summit of the Masters* will again be held in Santa Fe, NM – 3/18-20...early registration is recommended to this sell-out industry event - contact Marion Urban at 505-984-3223...and while you are on the phone with them check-out their *Day Spa Association Special discount program* on professional books and tapes.

• *IECS Conference Las Vegas* will be held on June 3 - 5 – contact: Magna Fichter, 800-MAGDA4U

## WORKSHOPS/SEMINARS/CLASSES

*H.E.A.T.* – OCTOBER 26 - NOVEMBER 4: COMPRESSION STEP BY STEP – 100 HOURS – SANTA ROSA, CA  
DECEMBER 5 - 7: SPA-KUR THERAPY TRAINING – ATELIER ESTHETIQUE, NEW YORK CITY  
CONTACT: MEMBER DR. REINHARD BERGEL AT 707-942-6633 OR [www.h-e-a-t.com](http://www.h-e-a-t.com)

*SPA CENTRAL* – DAY SPA SYMPOSIUMS ON-GOING AT LOCATIONS THROUGHOUT THE U.S.  
CONTACT: MEMBER CHARLIE SLATER AT 1-800-350-2799

*IT\*IS\*ISPAS KARLSBAD 2000* – MAY 14-28 VISIT “THE KING OF SPAS” IN THE CZECH REPUBLIC  
WITH MEMBER PROF. JONATHAN PAUL DE VIERVILLE - 210-223-5772 OR [www.karlsbadspa.cjb.net](http://www.karlsbadspa.cjb.net)

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## Member Views

*Carmela Roush*, who recently joined the Day Spa Advisory Board believes very strongly that the small spa/salons, the back bone of the industry, need to improve their image...

### *Mom and Pop Day Spas... There is NO SUCH THING!!*

With today's consumers being well educated and exposed to the fast growing trend of Day spas services and treatments even the small day spa owners are aware that the days of catering to the mom and pop mentality is gone. I own a day spa salon in an Ohio city with

a population of only 33,000. My day spa salon has a complete staff of six. However, keeping up with the industry's trends and demands has allowed my day spa/salon to thrive. I believe the key to surviving in the 21st Century, no matter what size a day spa is, we must change to meet the demands of the consumer.

Smaller salons make up more than 80% of today's professional beauty businesses...in order for manufacturers of all types of spa products, from equipment to skin and body care, we need to keep the industry of salon/spas growing. My formula of success for the suppliers to the spa industry is: 2 big spas

= \$\$\$ / 30 small spas = \$\$\$\$\$\$\$\$\$\$. It is a win/win situation for all of us. With no growth from the smaller salons that could turn into day spas, we will have a shortage of businesses that can take care of the demand. I already feel this in my area now. We must find a way to keep them involved with the new trends...otherwise the industry will again become fragmented, i.e. consumers going to many different places for different services. There is great potential for much growth with the smaller salons that turn into day spas.

*I would like to have some feed back from anyone, especially any smaller day spas. You can send your thoughts and questions to me c/o of The Day Spa Association.*

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## Investment Opportunities

- \$ *The Turnaround Spa House in Sharon Springs, NY*, an Inn and Spa with natural mineral water fountains in a mountain setting - contact: Richard Barr 212-628-9008.
- \$ *Chiani Day Spa and Salon, Rockaway, NJ* - asking price \$475,000 - contact Halibey Realty & Associates 973-402-2006.
- \$ *Bally's Total Fitness* is looking into the possibilities to create a chain of day spas to be either located within their facilities or affiliated with them to carry their brand name. Contact: Edward Short 212-265-7474.

The  
**DAY  
SPA**  
Association

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