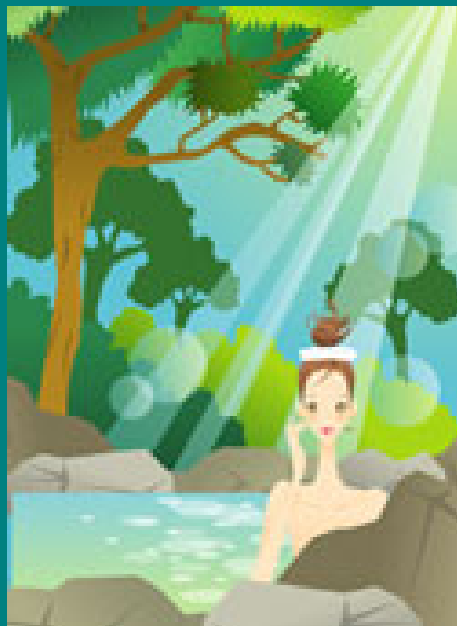


# SPA KNOWLEDGE

FOR THE DEVELOPMENT OF SPA  
ENVIRONMENTS, CULTURE, THERAPY AND BUSINESS



Spa Knowledge contains a wealth of information  
guiding the spa developer, owner and therapist in the successful creation  
or transformation of signature spas and services

YOUR PERSONAL SPA CONSULTANT

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# SPA KNOWLEDGE

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## WELCOME TO SPA KNOWLEDGE

The intention of this guide is to deepen and support your understanding and application of the origins, purpose and intriguing elements of spa culture, philosophy and experience. Within this guide you will learn the tools, wisdom and business awareness required in today's evolving spa culture to create your own full service spa or transform your existing salon into an oasis of calm renewal. Spa Knowledge serves as your own personal Spa Consultant advising and giving you the information required across a broad spectrum of issues from developing your own brand products, to Standards of Performance manuals and spa marketing, plus much more.

The theoretical and practical application of knowledge within these pages comprises information that is at the heart of the spa world, delivering the body and soul of trend awareness to fulfil aspirational spa seekers as much as the spa entrepreneur.

In today's global market it is essential to know the purpose of traditional and contemporary approaches to spa therapy and equipment usage to provide guests with an integrated philosophy of experience that makes the difference between acceptable to exceptional. In addition, Spa Knowledge lays out the path of how to set up and launch your business for success.

You can also benefit from Spa Knowledge if you are a sole trading therapist seeking to learn new approaches and skills enabling you to give clients uplifting and traditional spa therapy.

Spa therapies and spa culture are one of the major success stories of the past ten years, with an increase of almost 200% of new spa developments in this time period. This has been driven by the pressure of modern day living and the consequent rise in stress related disorders that has inspired people to seek a return to primal elements that

deeply relax, de-toxify and provide the perfect setting to de-compress and re-balances body, mind and soul.

The spa is the antithesis of our fast moving world, offering us the opportunity to step out of the fast lane or the pressure cooker environment and breeze into an experience of timelessness and serenity – the elixir of the gods. And if it is true that we are made in god’s image – then this elixir is good for us too!

The purpose of spa philosophy is to allow the whole person, body, mind and soul, to let go of the daily pressures, humdrum and routine of busy lives and totally enjoy the peace, relaxation and pleasure of simply being alive. To re-dress the balance and be able to arrive at this experience of ‘simply being’, of actually *being able* to really enjoy the ‘feel-good factor’ and let go of our habitual activities and conditioned thought processes, the spa philosophy and environment provides a perfect solution that serves the basic needs to optimise good health and wellbeing.

Please take your time to digest the information given within these pages and it is highly recommended for you to go and visit or experience as many spas as you can in order to put this material into a practical context.

## THE EVOLVING SPA CULTURE



As far back in history as records of the earths' atmosphere and geological composition have been known, natural sources of hot springs are evident as an intrinsic part of the earths' great resources throughout the world. In early tribal civilizations the natural magic and mystery of these dynamic natural spa environments were honoured and considered sacred places of power and spiritual sanctity where people went in pilgrimage for ritual, prayer and thanksgiving. The pilgrims bathed in the waters as a vital part of the rituals and ceremony of their time and the searing hot water was quite possibly experienced as 'liquid fire', a god in its own rite; a force of purification. As civilizations evolved, many cultural, spiritual, medicinal and political beliefs and orientations changed, which altered the general publics' view of the sacredness of natural hot springs, though its' essence was retained in more ethnic and shamanic belief systems, as places of power, healing and transformation.

### Sample of section



### SAUNAS

.....The interior of most saunas are traditionally made of wood and originate from the Austrian Tyrol region where pine was used. Cedar, Hemp, Aspen, Redwood and combinations of wood are also utilised but the actual benches are often built of Beech. The scent of the wood deepens over time and becomes an important part of this traditional type of sauna. An alternative type of Finnish saunas is the Rock Sauna that has walls of rock instead of wood.

Whereas steam is a wet heat, the character of a sauna is very dry form of heat and

therefore temperatures can reach as high as 110 degrees without burning the skin. The temperature level is due to the evaporation of moisture on the hot coals, rocks or stones of the electric or infrared stoves most commonly used in Finnish Style saunas. ....

### **Benefits of the Sauna**

The intense dry heat reaches deep within the muscles and joints, therapeutically relaxing the muscular skeletal system and pushing out the toxins and tension trapped within. Saunas are very beneficial for respiratory disorders as well as arthritic and rheumatic problems, improving circulation and reducing muscular pain and discomfort. ....

The heat draws the blood to the surface creating strong perspiration and therefore a cold plunge or cold shower after each sauna is essential to re-balance the circulation, close the pores of the skin and tone the muscles back up, so they are not left exposed and vulnerable. Cold water also helps the de-tox process and two or three rounds of sauna followed by cold plunge or shower generate a tremendous boost to the circulation through the muscles and joints, trapping the heat into the body very effectively. This in turn also boosts the immune system protecting you from potential weakness and ill health. On a psychological level the dynamic interchange of intense heat and cold calms the nervous system and de-stresses the mind. ....

### **CONTRA INDICATIONS AND PRECAUTIONS**

**Saunas are not recommended for the following conditions.....**



### Sample of section

#### HAMMAM

Hammam, as used in many spas today, have a similar action to a steam room though include more elaborate grotto style seating, drinking water fountains, perhaps small showering areas or hoses and the possibility to scrub your self with salts and brushes. Hamman like this provide a creative therapeutic environment to cleanse and relax. Like the steam room the temperature will not exceed about 40 degrees centigrade as the humidity in the atmosphere would scold the skin. ....

### Sample of section

#### **In House Laundry**

Setting up your own laundry room can be expensive but for small and medium size spas can be a better option in the long run. A specific laundry room with heavy duty washing machines and dryers can be operated by the therapists themselves and therefore a well organised room with space to fold and shelve dry towels and robes is essential.

However, busy spas will have spa attendants focused on this area of spa operations who also take care of the changing rooms and relaxation spaces.

As with all electrical equipment a good service contract is an invaluable support that you must ensure you have in place as breakdown of your machines can cause havoc to your business as spas become almost impossible to operate without towels or robes.

Also have a back up out-source laundry on your books to use in an emergency.....

### **Sample of section**

#### **Out Sourcing Laundry**

Some laundries will also include a towel hire service as well as pick up and delivery. They may charge per quantity or by weight and make sure you know exactly what your costs will be by estimating how many towels and robes you will use per day as costs can soar into thousands of pounds per month! Check on the washing detergent that the company uses as high PH levels can cause sensitivity to your client's skin and will also wear out the towels much faster so inquire about more gentle options.....

### **Sample of section**

#### **TOWELS AND FIRST ORDER ESTIMATION**

It is valuable to know how ordering your stock of towels and robes is calculated at this stage of the course as it will impact on many aspects of your organisation.....

### **Sample of section**

#### **THE MULTI PURPOSE TREATMENT ROOM**

Each spa has its own particular style, design and philosophy as well as budgeting considerations so treatment rooms will vary considerably. However, there are common denominators for creating the optimum spa treatment room environment whatever your position.....

### **Sample of section**

#### **The Treatment Couch**

The treatment couch for a multi purpose therapy room will be one of the most important pieces of equipment. A good couch is an investment that will see you through many years of consistent use. Your clients will be spending a great deal of time lying down and they will remember whether they enjoyed the comfort you have provided. ....

### **Sample of section**

- o Chose as wide a width couch as possible that gives the client excellent arm support whether lying on their back or front.

- If budget allows have as much bed padding into the surface of the couch as you can for comfort during longer spa therapies.
- There are excellent soft latex surfaces that also create more softness so inquire about the varying textures available and whether they clean well. Chose a colour that fits into your décor and design.
- An adjustable height couch will allow more than one therapist to use the couch. For health, safety and comfort the therapists knuckles should reach the top of the couch when they are standing with arms relaxed at their sides.
- Wood frames couches are better to conduct energy for holistic treatments.
- All couches need to have a head rest that is also a face hole for good alignment of the neck and general comfort for wellbeing.
- Electrically adjusted couches are excellent when the treatment room is being used by different therapists' during the day so that height adjustments can be made quickly and easily.
- Electric couches need to be plugged into a socket in the floor beneath the couch so that leads and wires are not a health hazard.
- Couches that have electrical adjustments for knee support and back rest, are useful when long aesthetic treatments are offered. Also if the room is for hand and foot treatments.
- If the couch has pegs to adjust the legs it is best to have one therapist per room per day.
- Most couch suppliers will also provide bolsters, couch covers, step up stools to suit your couch.
-



### Sample of section

#### **Room Size**

- A minimum size for treatment rooms is 10' by 12' which of course does not include showers or additional relaxation areas.
- Therapists will need at least 2.5' around the couch in order to work comfortably. Very small rooms are very restrictive for multi-purpose use and are not advised. Guests often feel unhappy about receiving expensive treatments in them unless it is a simple waxing or something along those lines.

### Further Detailed Headings in section

#### **Double Treatment Rooms**

#### **Floors**

#### **Lighting and Electrics**

#### **Heating and Ventilation**

#### **Plumbing**

#### **Cupboards and surfaces**

#### **Other treatment room considerations**

### Sample of section

## PRODUCT DEVELOPMENT

### **Signature Product Research and Development**

When embarking on a completely new product development it is important to be aware that this is often an expensive and lengthy process. Research and Development of a new product range is usually undertaken in direct contact with

the laboratory or via a spa consultant who can guide you through the process with experience, advice and recommendations at every stage of the development. As specifications for your products will rest in your own philosophy or ideas of how the products should reflect your spa ethos, you will want to have a close relationship with the key people who are developing your brand.

**Guidelines:**

Laboratories will have a standard fee for R & D (research and development) per product. This fee should include:

- Discussion of your requirements on the product philosophy and specifications for your own brand.
- Discussion on who will own the rights to the product once developed.
- Many labs will only produce if they retain the ownership of the actual formulations for manufacture. However, you can sometimes buy the rights to ownership which means you have more control of who manufactures the products.
- Discussion of your budget and ask for a quote re the whole R & D process.....

**Sample of Section**

**STANDARDS OF PERFORMANCE or OPERATIONS MANUAL**

The Standard of Performance ‘SOP’ manual contains the detailed information about how you operate your spa which includes all protocols, policies and procedures for the different areas of the business. Some spas may find it useful to have two manuals.

- One manual for therapists and other spa team members who interface with clients and take care of the spa on a daily basis and is the Staff Guidebook or bible.
- The second manual which is for Spa Management and focuses on the Operations of the business on a broader scale.

These SOPs are extremely important documents that should be kept in a safe place with a known number of copies on-site. They are highly valuable sources of information about the spa business and a certain level of security needs to be associated with them. SOP Manuals are used for all induction and training of new staff members and copies must be stored in the managers office for referral at any time. ....

Being clear from the start about what your expectations are from your staff is essential for their success and the success of the whole business. Staff need and want to know your vision and goals and what their responsibility is within that on every level. The SOP Manual clarifies all areas of work involvement and should leave room for no doubt from your team that they are being lead with professionalism, integrity and excellent management principles for client and staff care. Staff need to be managed and the Manual will support both management and staff alike to create well rounded and rooted communications on how to operate and work within the spa service.....

Each business will want to formulate its own SOP but there are very clear guidelines as to what areas should be included within it. The manual will need regular updating as the business changes and grows so manuals are best presented within a ring-binder format in order to allow for refreshing and adding new information. ....

**Below you will find an example list of key Heading and details to be included in the SOP Manual for the Spa Team.....**

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