



# Snapshot Survey Results Report

*Wellness*

February 2013

## Wellness

ISPA Snapshot Survey | February 2013

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and also help to identify the needs of spa professionals. Snapshot Surveys are conducted on the third Friday of each month, with full results provided only to respondents two weeks from the release date of the survey. Knowledge is a valuable tool and these quick surveys provide a wealth of information shared by ISPA's members. The February 2013 Snapshot Survey requested information focusing on wellness.

When asked to choose which terms they are currently using in their spa's marketing messages, a large majority (89 percent) said "Relaxation," followed by 72 percent who are using "Wellness," and 69 percent who are using "Stress relief." When comparing the words used in marketing messages by day spas versus resort/hotel spas, the biggest differences are seen in the use of the word "Escape," with 45 percent of day spas utilizing it compared to 64 percent of resort/hotel spas and the use of the word "Pamper(ing)" with only 29 percent of day spas using the word versus 47 percent of resort/hotel spas. A majority of spa respondents (80 percent) have not changed their marketing message within the past 12 months. Of those who have implemented a change in their marketing message, many said the change involved using the word, "wellness." When asked where their spa incorporates the term, "wellness," more than half of respondents (54 percent) indicated it was on their spa menu.

Eighty-six percent of spa respondents offer fitness activities; however, there is a large discrepancy in this area between day spas and resort/hotel spas, with only 52 percent of day spas offering fitness activities compared to 93 percent of resort/hotel spas. When it comes to offering emotional health-related wellness programs/workshops, 48 percent of day spas offer them versus only 17 percent of resort/hotel spas. When asked to describe the role a medical doctor plays in their spa, 80 percent of respondents said they do not work with a medical doctor.

When it comes to the terms ISPA resource partner members are using in their marketing message, the largest group (64 percent) is using "Wellness," followed closely by "Beauty" at 62 percent and "Health" at 59 percent. Like spas, a large majority (81 percent) of resource partners have not changed the primary focus of their marketing message within the past 12 months. Fifty-four percent of resource partner respondents incorporate the term "wellness" in their mission or vision statement. When asked if they have any type of partnership with a medical provider or organization, 59 percent of resource partners said no.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, February 15, 2013 to Friday, February 22, 2013. During this time, 374 ISPA members responded to the survey. The category "all spas" referred to within the charts includes data from all spa respondents (day, resort/hotel, medical, destination spas, spas under development and corporate spa headquarters). The resource partner category includes spa consultants.

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## ISPA SPA MEMBERS

Please select which of the following terms, if any, are currently used within your spa's marketing messages.



## Spa Marketing Messages By Spa Type



### Beauty

Day Spas: 52%  
Resort/Hotel: 50%



### Escape

Day Spas: 45%  
Resort/Hotel: 64%



### Health

Day Spas: 52%  
Resort/Hotel: 54%



### Holistic

Day Spas: 23%  
Resort/Hotel: 19%



### Indulgence

Day Spas: 33%  
Resort/Hotel: 48%



### Luxury

Day Spas: 41%  
Resort/Hotel: 59%



### Mind, Body & Spirit

Day Spas: 61%  
Resort/Hotel: 46%



### Pamper(ing)

Day Spas: 29%  
Resort/Hotel: 47%



### Relaxation

Day Spas: 91%  
Resort/Hotel: 87%



### Stress relief

Day Spas: 77%  
Resort/Hotel: 65%



### Wellness

Day Spas: 78%  
Resort/Hotel: 67%



### None of the above

Day Spas: 3%  
Resort/Hotel: 0%

Has your spa changed the focus of its primary marketing message within the past 12 months?

### Changed Focus of Marketing Message

All Spas



### Changed Focus of Marketing Message

By Spa Type



#### Day Spas

Yes: 22%  
No: 78%



#### Resort/Hotel

Yes: 21%  
No: 79%

Respondents were asked to identify the change that was implemented in your spa's primary marketing message. A sample of some of the responses can be found below.

- Changed focus from "indulge" and "luxury" to "escape" to focus more on health and wellness and less on exclusivity.
- Escape (complete your vacation with spa).
- Focus on group's e.g. spa escape promotion, minimum of 3 guests booking treatment for a sum including Bento box for lunch. Cross expose Spa and Food & Beverage.
- Focusing more on a wellness specific marketing message. (7)
- Marketing message was "mind, body, & spirit" - marketing now structured around Southern California as a fun and relaxing destination.
- More "beauty from within."

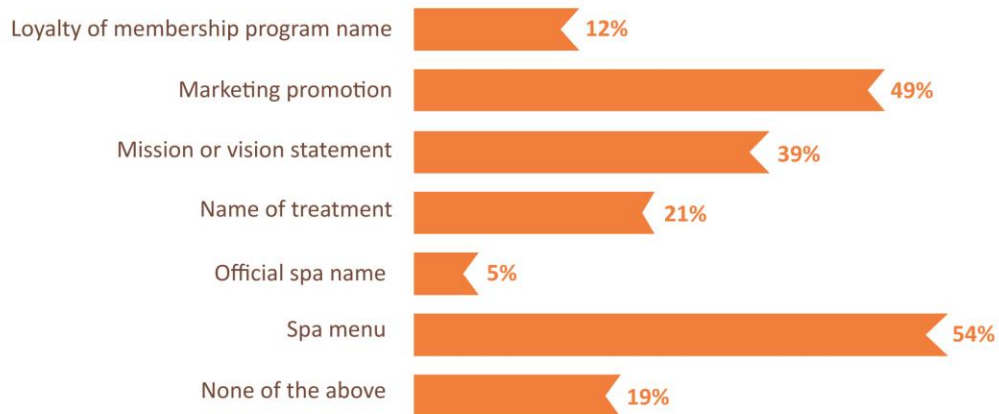
- More focus on wellness and spa (a healthy lifestyle choice). (4)
- More of a focus on our spa philosophy.
- Moving away from pampering and more towards lifestyle and wellness. (8)
- New graphics, mobile website and layout of website.
- One or two years ago our primary marketing message was geared more towards offering discounted services/products, special pricing and events offering discounts. We are now focusing our marketing efforts on more health and wellness benefits and promoting our services and treatments as exclusive and luxury items. Our events will feature new retail items or treatments. We still offer a Service of the Month at a special price because our clients have learned to look for these new and exciting treatments each month, but they aren't quite as discounted as in the past.
- Rebranding and updating our image.
- Relaxation and targeting toward the local community.
- Spending more dollars on marketing to the local community.
- The combining of spa and culinary.
- The luxury spa market as of this January is no longer a prime target market. Health & wellness, yoga, Temazcal and healthy food programs are no longer available. The price line in general has also gone down. New products and services will now focus on the mid-market, rather than the very selective luxury market, with lower prices in an attempt to create high turnover.
- We are adding medical spa services in 2013.
- We are bringing the term "Day Spa" forward to create greater awareness of our availability.
- We are doing a lot more through social media.
- We are now focusing on being more fun, free-spirited and creative while maintaining a relaxing atmosphere.
- We have changed from just marketing in the luxury market by expanding to include broader income brackets. We now market more to men and the under 35 age group.
- We have co-branded with a high end skincare line.
- We have focused more on the retreat aspect and providing daycations for local guests.
- We have made a huge push for Babymoon packages this quarter.
- We have switched our brand to Natura Bisse and have focused more on our Spanish connection of our spa with this brand.
- We started gearing more towards couples - romance, alone time and re-connecting.
- We started to focus on results and our difference in experience for our guests.
- We tried some marketing, which is not our norm.

In which of the following, if any, does your spa incorporate the term “wellness”?



### Incorporation of Wellness

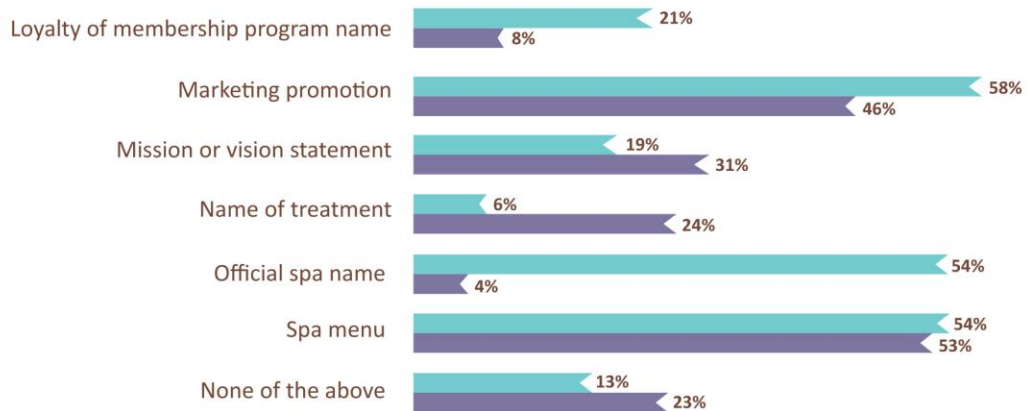
All Spas



### Incorporation of Wellness

By Spa Type

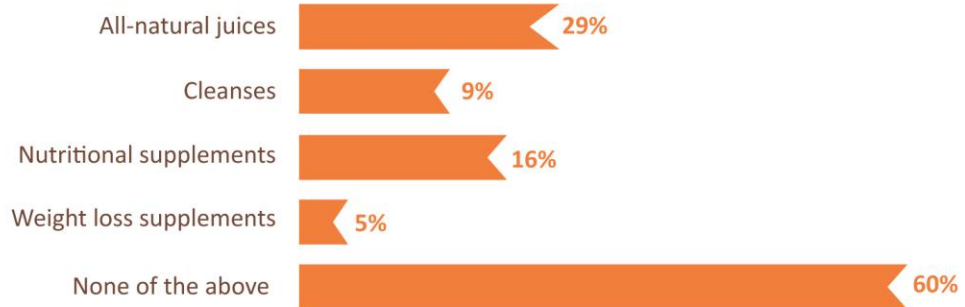
Day Spa    Resort/Hotel



**Which of the following items, if any, are offered at your spa?**

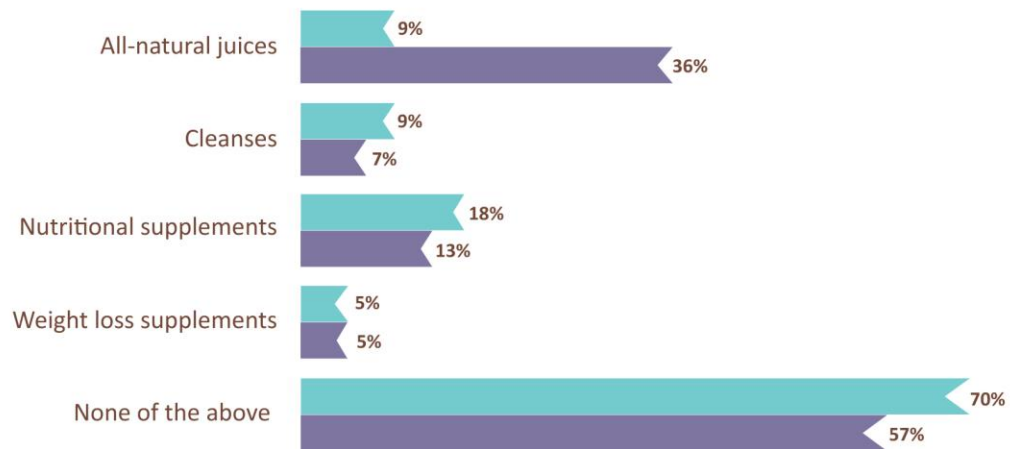


**Spa Offerings**  
All Spas



**Spa Offerings**  
By Spa Type

Day Spa    Resort/Hotel





Does your spa offer wellness programs and/or workshops (i.e. detox, weight management, fitness activities, etc.)?

### Wellness Programs/Workshops All Spas



### Wellness Programs/Workshops By Spa Type



#### Day Spas

Yes: 30%  
No: 70%

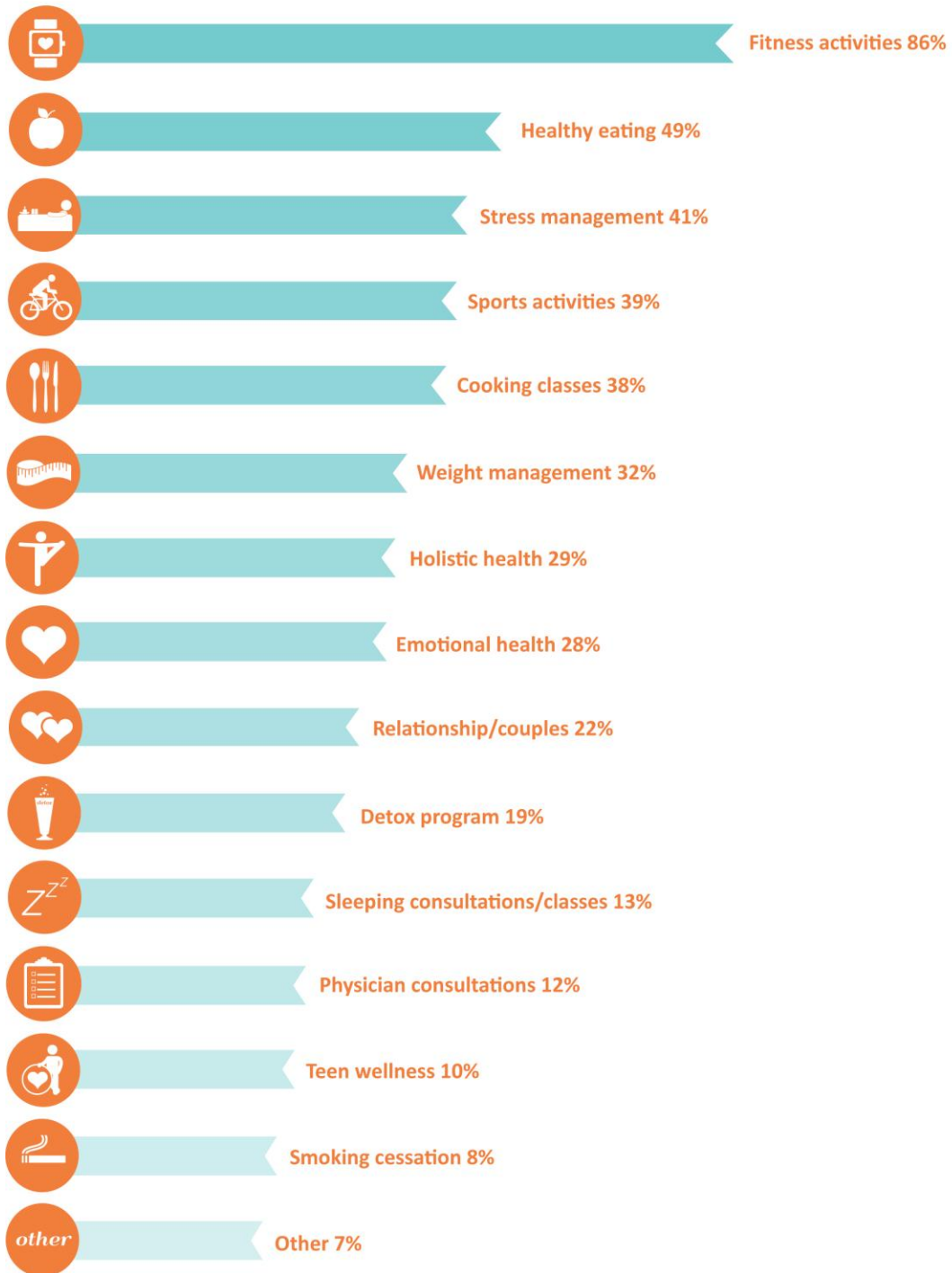


#### Resort/Hotel

Yes: 63%  
No: 37%

## Which of the following wellness programs/workshops does your spa offer?

### Types of Wellness Programs/Workshops All Spas



## Types of Wellness Programs/Workshops By Spa Type



### Cooking classes

Day Spas: 24%  
Resort/Hotel: 34%



### Detox program

Day Spas: 33%  
Resort/Hotel: 13%



### Emotional health

Day Spas: 48%  
Resort/Hotel: 17%



### Fitness activities

Day Spas: 52%  
Resort/Hotel: 93%



### Healthy eating

Day Spas: 52%  
Resort/Hotel: 45%



### Holistic health

Day Spas: 43%  
Resort/Hotel: 20%



### Physician consultations

Day Spas: 14%  
Resort/Hotel: 9%



### Relationship/ couples

Day Spas: 14%  
Resort/Hotel: 17%



### Sleeping classes/ consultations

Day Spas: 10%  
Resort/Hotel: 7%



### Smoking cessation

Day Spas: 14%  
Resort/Hotel: 2%



### Sports activities

Day Spas: 14%  
Resort/Hotel: 40%



### Stress management

Day Spas: 48%  
Resort/Hotel: 32%



### Teen wellness

Day Spas: 19%  
Resort/Hotel: 7%



### Weight management

Day Spas: 38%  
Resort/Hotel: 22%



### Other

Day Spas: 14%  
Resort/Hotel: 5%

Has your spa added a new wellness program/workshop within the past 12 months?

### New Wellness Programs/Workshops

All Spas



### New Wellness Programs/Workshops

By Spa Type



#### Day Spas

Yes: 50%  
No: 50%



#### Resort/Hotel

Yes: 42%  
No: 58%

Respondents were asked to describe your spa's most utilized wellness program/workshop. A sample of some of the responses can be found below.

- Acupuncture. (2)
- Annual women's retreat.
- Beach boot camps.
- Certified Wellness Coaching.
- Combination of massages, facials and personal training.
- Cooking classes. (2)
- Detox programs and workshops. (3)
- Detox treatments. (3)
- Detoxing package which includes colon hydrotherapy sessions as well as saunas.

- Equine Encounter.
- Farm to Table classes - Teaching easy methods on how to shop at local farmer's markets and prepare delicious and healthy meals & snacks.
- Fitness classes, training and evaluations. (5)
- From the menu, yoga, but we offer quarterly open houses with a wellness focus.
- Girl's VT Getaway - lots of networking, outdoor activities, healthy food and lots of fun. (2)
- Group classes. (3)
- Gym membership. (3)
- Inner Journey class guided by a Life Coach. Vitality Cleanse class helps to achieve optimal health and vitality for your body and skin with our flexible four week synergistic strategy under the guidance of a personal Certified Nutrition Consultant.
- Lecture series. (2)
- Lectures on healthy diet and skin cancer.
- Manual Lymphatic Drainage Massage.
- Meditation classes. (3)
- Mind and body fitness activities followed by lectures from wellness experts.
- Mindfulness workshop's only offered when yoga gurus are passing through our country.
- Mountain hiking program: 50-minutes of a personalized fitness experience.
- Naturopathic and hypnotherapy and meditation services.
- Personal training. (2)
- Pilates. (3)
- Private lessons.
- Provide a customized stress fighting program with techniques that are designed to use at home. Guests are able to achieve restful and sustainable sleep within 3-5 days.
- Restorative spa treatments.
- Ski conditioning class. We are located at a ski resort and this class helps people get ready for the hill. We also have a meditation class called "commit to sit".
- Spa Intercontinental Wellness Race 2013.
- Spin classes.
- Stress management.
- Tai Chi and aqua classes are the most popular.
- Therapeutic massages/meditation.
- Three-day and five-day Journey Packages for the mind, body and spirit.
- Vitamin program.
- Water aerobics.
- We had a gluten-free baking class this past January. We are planning on a three part series of talks about green cleaning at home & greening our skin care products, de-cluttering & the emotional connection we have to clutter, and clearing our energy space with Feng Shui and Reiki.
- We have a center for medical weight loss downstairs with our medical practice. We are owned by the medical practice.
- We have a naturopathic physician on staff.

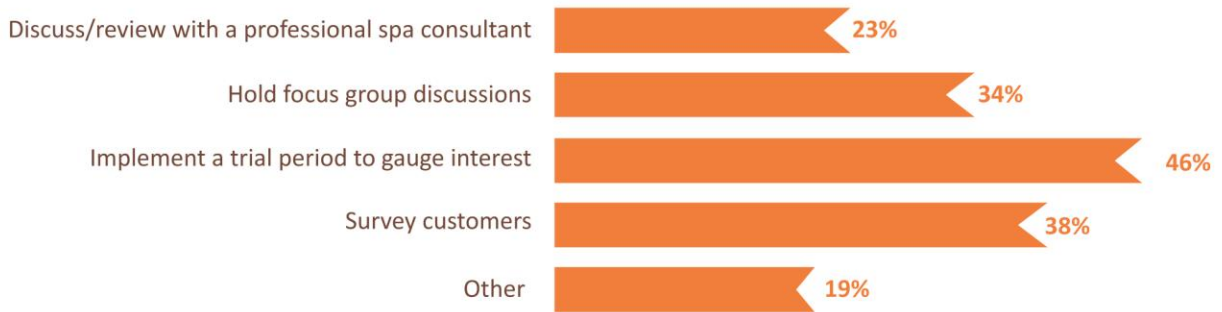
- We have just this year started a weekend get away including spa services, dining, and farmers' market visit with chef and spa director, then a cooking class. We also offer a yoga class and juicing demo during the 2 night visit.
- We have recently partnered with Live In Fitness. A company that specializes in intensive weight loss programs. They work out with trainers for several hours a day. They may incorporate spa treatments and we have created special menus in our outlets to keep them on a healthy diet.
- We have spa members and as part of their membership they receive personal assessment and a continued training program. Their membership also includes treatments to promote well-being.
- We offer a package of Personal Training/Health Assessment followed by customized massage.
- We offer one-on-one personal trainers, yoga & Pilates in the gym, in guest rooms and in Central Park! Yoga in Central Park in the spring/summer is very popular!
- We reinstated a seven-day six-night wellness destination program.
- Weekend workshop focused on de-cluttering your life.
- Weight management.
- Wellness classes, events and workshops. This allows guests to hear what's new and to learn better ways to take care of each other. (3)
- Wellness Cocktail Hour: Physician Speakers Series.
- Wellness weekend events. (2)
- Workshop on herbs and wellness. We focus on how foods in our fridge provide healing properties.
- Yoga classes and holistic nutritionist.
- Yoga classes and treatment. (9)
- Zumba Classes. (2)

**Which of the following activities is conducted by your spa prior to adding a new offering?**



**Spa Activities Prior to New Offerings**

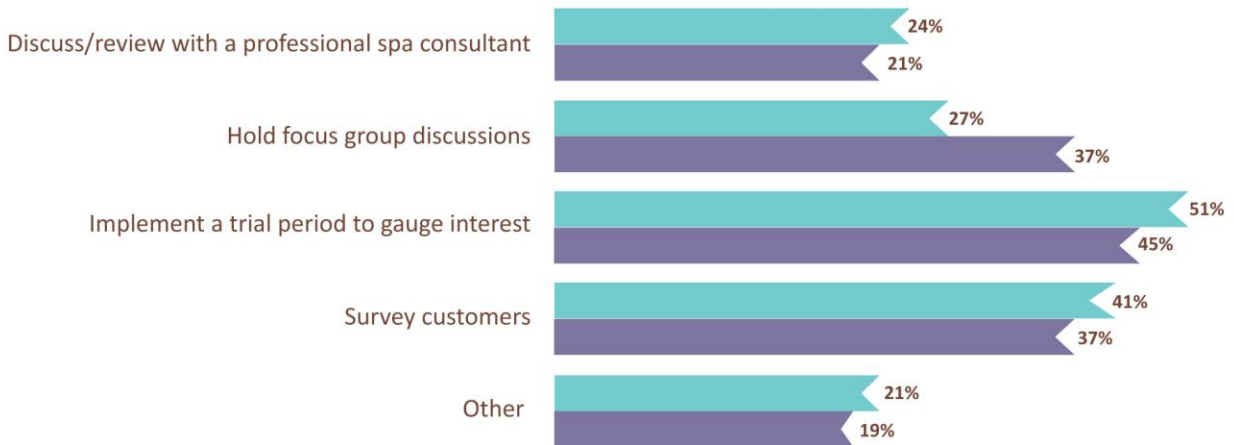
All Spas



**Spa Activities Prior to New Offerings**

By Spa Type

Day Spa    Resort/Hotel

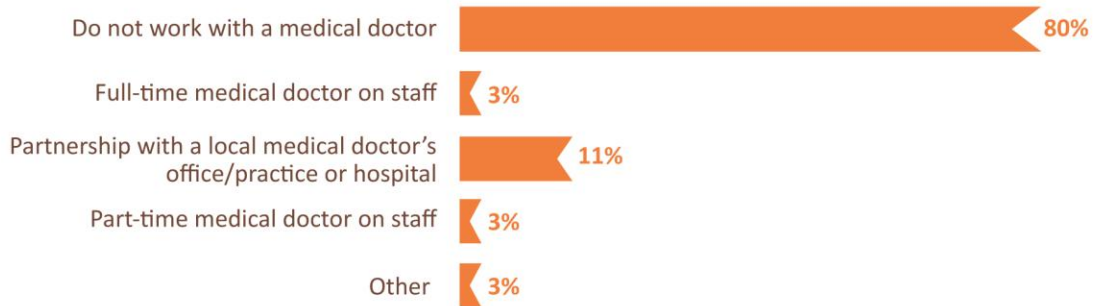


**Which of the following best describes the role of a medical doctor within your spa?**



**Role of Medical Doctor**

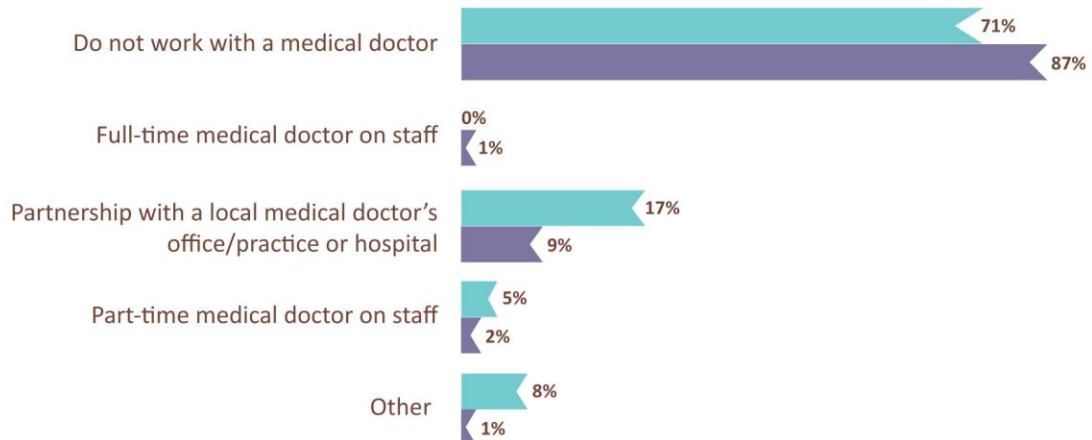
All Spas



**Role of Medical Doctor**

By Spa Type

Day Spa    Resort/Hotel





**Please describe any effective or unique health and wellness programs or incentives your company offers to its employees.**

- Ten-minute chair massage at health fair.
- Annually we bring in a guest speaker who speaks to our team on health and wellness.
- Any of our services are offered at cost to our employees, whether full-time or part-time.
- B12 shots.
- Beauty, weight and stress management.
- Complimentary fitness classes and fitness center use for all employees. (12)
- Complimentary gym membership for directors and managers. (5)
- Discounted gym membership for employees. (2)
- Discounted memberships to multiple gyms in the area.
- Discounts on all wellness services and the option of attending seminars for free or at a reduced rate.
- Discounts on spa treatments for all staff and their immediate family. (2)
- Each employee is allowed one complimentary service per month to help manage stress and stay balanced. We are currently doing a staff-driven friendly weight loss competition with a cash incentive for the individual with the greatest percentage of total body weight loss. We also did a trade with an area spa to be able to host a staff development session followed by a half-day spa retreat for all employees that includes two hours of spa treatments and a yoga class.
- Employees receive spa treatments as a reward for going above and beyond their regular responsibilities.
- Fit Friday menu offerings in the associate cafeteria.
- Free massage, bonus cash and CEU training.
- Free smoking cessation assistance and incentives. (3)
- Health and wellness benefits coverage - nutrition, massage, acupuncture, naturopathy, counseling, etc.
- Health and wellness spending accounts.
- Health fairs and health screenings for employees and their families. (7)
- Healthy cafeteria meals that are free to associates, Summer Size Me wellness programs and a park walk/run.
- Hypnotherapy.
- Monthly packages.
- Motivation through fun and healthy competitions with the staff is always inspiring. Our HR is now focusing on balancing health and wellness (e.g. boot camps, volleyball and a threeathlon).
- Nutritionist helps make the employee menu for lunch. (2)
- Offer incentives for participating in any of our fitness classes.
- On-site employee fitness center separate from the spa and fitness center used by guests, on site nurse practitioner and clinic for enrolled employees.
- On-site wellness administrator who offers private consultations, monitors menu in employee cafeteria and creates wellness events.
- Our health insurance program provides wellness advice and counseling for almost any health concern.
- Our company has a wellness program that allows for reduced medical insurance costs when you take preventative health steps. We provide one BMI screening in the fall, blood pressure, cholesterol level and one doctors check up in the spring. We also have a fitness facility with personal trainers, classes and a nutritionist who can be used by employees and their spouses for free. We also sponsor fitness programs (i.e. basketball teams, 5Ks, 10Ks, swim teams etc.

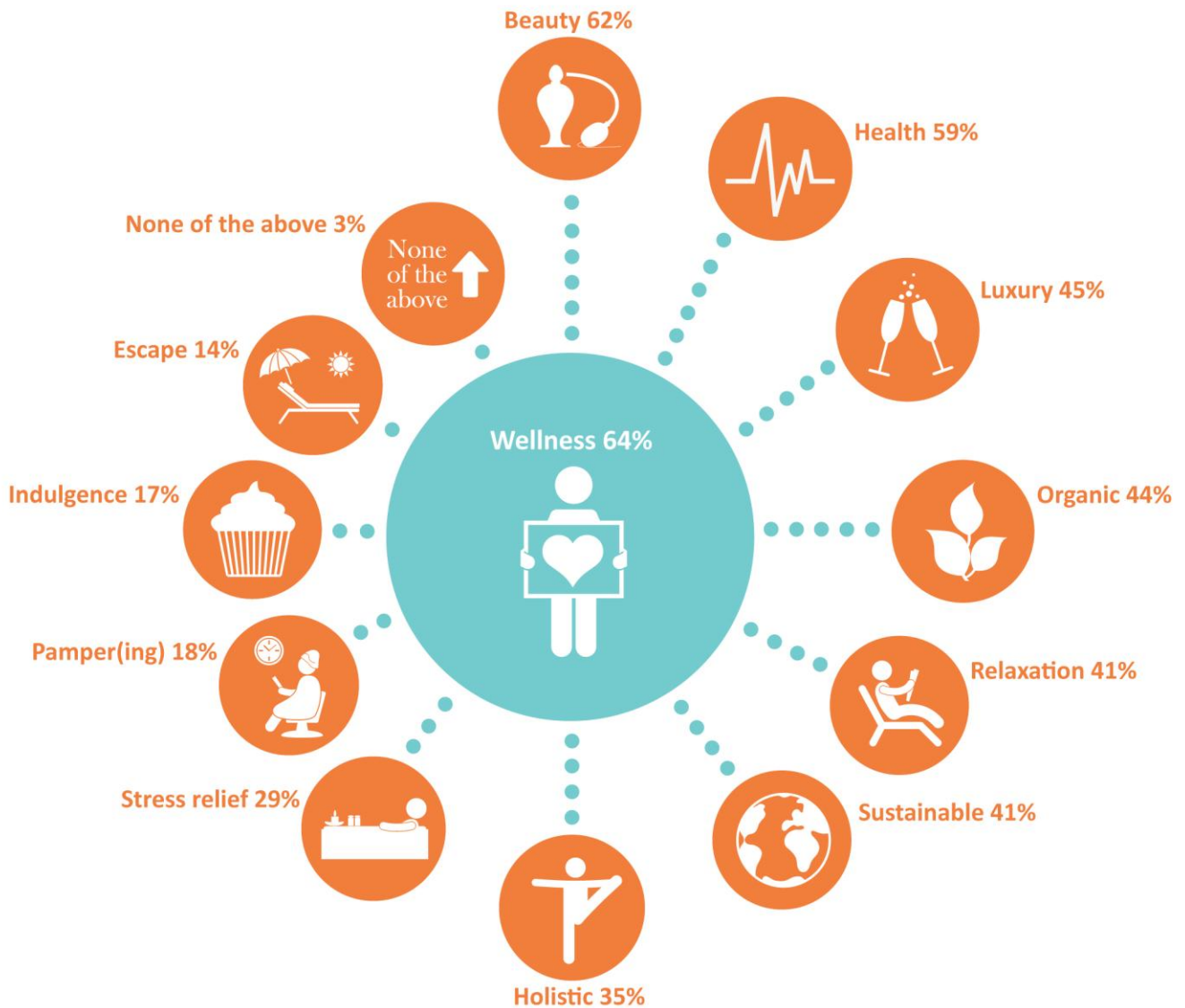
- Our company is moving towards assigning costs of benefits per individual based on personal overall health as discovered through health screenings, including cardio fitness and a full blood panel. Those meeting the required standards will have preferred health care costs. They also benefit with an end of year monetary incentive based on success of their individual health.
- Our spa chiropractor offers \$30 adjustment sessions to all employees. He is on property two days each month to offer additional staff support other than the days he is committed to our guests.
- Our spa occasionally offers free treatments to staff as a way of training our Spa Technicians. (2)
- Partially subsidized gym memberships, partially subsidized life coaching programs (includes nutritional & wellness coaching).
- Pilates classes.
- Pre-natal class reimbursement incentive and wellness walks for employees around the resort.
- Quarterly fitness or “mental health” activities.
- Quit smoking incentive: receive \$250 after 6 months of being smoke free.
- Recently offered a health and finance expo for employees at the hotel with local companies. The expo offered special rates, an employee Weight Watchers program with a group rate and on site weekly meetings.
- Require an ergonomic training once every 2 years that we provide for massage therapists. For FT employees, we offer a \$500 stipend annually to be used for education; however, I allow it to be used for personal health and wellbeing (e.g., Pilates, yoga, Shamanic training).
- Right now we have a Biggest Loser program to help employees get fit and lose weight (2).
- Spa services at a cost basis.
- Special cost pricing on personal training sessions and select spa treatments.
- Special pricing for the medical and spa services.
- Staff also gets to try out most outdoor activities for free so that they could better explain them to our guests. Our hotel also offers good restaurant and room accommodation discounts for staff members and their families. The staff also gets to be the first to try out new menu dishes in our restaurants and provide their opinion before we serve those items to our guests.
- Team based employee weight loss/fitness challenge program.
- The company partners with Weight Watchers. Staff members are encouraged to join our fully equipped health and fitness center and their fee is less than \$10 per month. Additionally, no complimentary sodas are offered in the meal plan. They are, however, available for purchase via a vending machine.
- The last three years our company as a whole has remained quite healthy. We have received refunds on our health insurance rates based on how much we have utilized it.
- The resort has a wellness counsel/committee. (2)
- Use of geothermal mineral water pools on property, massages given by staff.
- Vitality Program - determined by employee input. Last year we did a four-week cleanse - once a quarter.
- We have a fitness studio for employees only and wellness coaches who help with dietary needs, lifestyle changes, etc.
- We have a wellness committee that offers ongoing health and nutrition workshops monthly throughout the year. We have an employee boot camp where you earn money if you attend 90 percent of the classes. We also provide insurance discounts for annual physicals, complimentary wellness testing for all insured employees, weekly employee workouts and discounted employee reformer classes.
- We have a center for medical weight loss downstairs with our medical practice and we offer a discount upstairs for our employees.

- We have wellness committees in all corporate locations, monthly newsletters and awareness campaigns and free flu shots.
- We invite a specialist to come in once a month and share information based on a theme with our therapists in order to create awareness (i.e. the importance of a balanced diet, dental health, family planning, etc.).
- We offer a wellness program that highlights monthly the different aspects of healthy living with tips and info. We have a variety of health based competitions and showcase those successes of team members.
- We offer all employees on our health insurance plan a significant savings per year if they complete a wellness activity, yearly blood work and check up and attend a meeting with our wellness coach. We also conduct a bi-yearly program called Corporate Athlete, where employees get paid to participate in this three-day program in partnership with the Human Performance Institute. We offer a one-day Breakthrough to Energy class. We have monthly meetings in the employee cafeteria called Create My Plate where the wellness coach invites individuals to a free lunch to discuss healthy eating and more.
- We offer complimentary registration for company sponsored events such as a local 5k running festival.
- We offer complimentary yoga classes to all staff twice a week.
- We offer free "professional trades" This includes chiropractic, naturopathy, acupuncture, massage, colonics and spa service. Each employee is asked to offer "X" number of session each pay period into the pool and in turn receive "X" number of sessions from that pool.
- We offer great discounts on our retail/skincare products. We also allow employees to trade services with at minimal costs to cover any spa expenses. This way it helps keep our employees healthy and it also allows them to experience or get an understanding of the other wellness services we offer.
- We offer our employees health benefits and an allowance for wellness programs prescribed by a doctor.
- We provide stretching sessions for the office staff twice a month and healthy food/drink alternatives in the cafeteria. We have outdoor programs for the team such as hiking, team building, etc. We coordinate team training for an annual city marathon. The top performer at our spa receives spa treatment for two at another city spa. We have great relationships with other spas and we exchange complimentary treatments for the best of our teams once a month.
- We recently became a non-smoking facility for employees. We no longer allow smoke breaks.
- Weight loss challenges and programs. (4)
- Wellness coaching, complimentary fitness club memberships, wellness committee and smoking cessation support.
- Wellness newsletter and activities to stay healthy on-site.
- Wellness programs and events are offered to employees - with on site clinic, workshops, and screenings. (4)
- Workout and gear lending program.
- Workshops on family and health focus where we provide a dietician along with a dentist, doctor, etc. to talk to the staff and offer screenings.
- Yoga classes. (2)
- Yoga, Tai Chi and mental health.
- Zumba classes.

## ISPA RESOURCE PARTNERS

Please select which of the following terms, if any, are currently used within your company's marketing messages.

### Marketing Messages ISPA Resource Partners



Has your company changed the focus of its primary marketing message within the past 12 months?

### Change Focus of Marketing Message

ISPA Resource Partners



Please identify the change that was implemented in your company's primary marketing message.

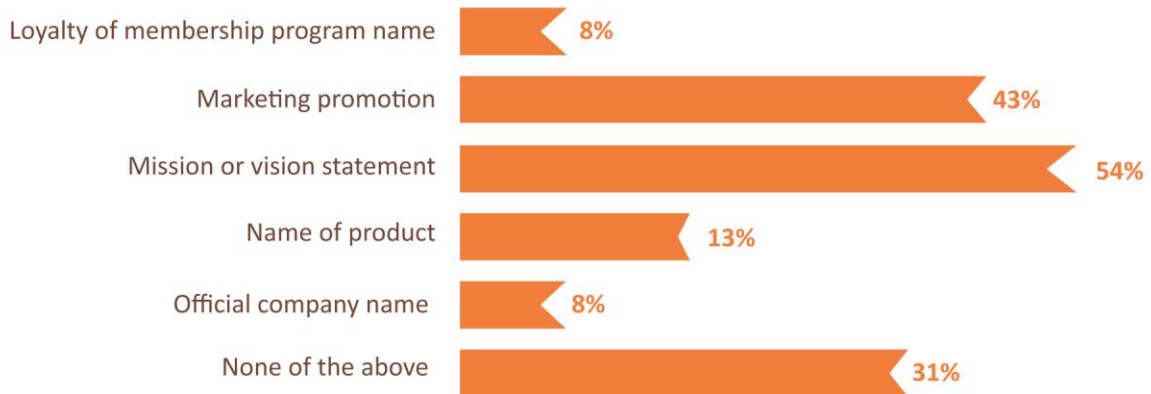
- New website, marketing materials and better use of visuals.
- Overall wellness through relaxation and stress reduction.
- Partnership.
- Personalization.
- PR company.
- Rather than focusing on "certified natural and organic," we have moved toward language like, "professionally proven, 100% good for skin ingredients."
- Rebranded products.
- Utilizing more social media for marketing purposes.
- We are focusing more on our custom stylish tees offered with unique art and cutting edge fabrications. We will be working on our website to make the ordering process more simple and clear and to show our product offering.
- We emphasize more of our online, web and social media marketing then we do our traditional design, advertising and collateral. Gearing our focus to finding creative solutions for small businesses.
- Wellness and further defining the body/soul connection through practices & products.

In which of the following, if any, does your company incorporate the term “wellness”?



### Incorporation of Wellness

ISPA Resource Partners



Does your company have any type of partnership with a medical provider or organization (i.e. medical doctor, hospital, etc.)?

### Partnership with Medical Provider/Organization

ISPA Resource Partners



**Please describe the partnership your company has with a medical provider or organization.**

- Cancer treatment center.
- Cardiology, hypertension and nutrition experts: all ties in with product design for healthy lifestyle.
- Interviews and community events.
- Oncology esthetics.
- Our products are carried in Physicians offices. (4)
- Partner with a few medical organizations and medical professionals to provide high-level education for our readers.
- They will be providing content to our magazine.
- Various dermatologists, plastic surgeons and laser centers carry our product line and we have a Cancer Treatment Center that carries our line as well.
- We have a dermatologist shareholder/on staff, as well as a podiatrist. (2)
- We have a medical advisor who is a GP.
- We have also partnered with non-profit organizations that support women's health.
- We partner with dentists.
- We provide packaging for many healthcare and medical providers.
- We provide private label branding product to dermatology and medical aesthetics. We involve those professionals in product testing and value their feedback tremendously.
- We sell into the medical market.
- We supply hospitals with bathrobes and slippers.

**Please describe any effective or unique health & wellness programs or incentives your company offers to its employees.**

- A few years ago, we gave those employees who worked above and beyond during our busiest season a free massage. There was a day spa across the street from our office and we also spoke with them about discounting each massage if we purchased 10 or more.
- Access to all vitamins and supplements from top companies at wholesale prices to our employees.
- Biggest Loser competition each year with paid-for Cross Fit benefits.
- Bonus payments.
- Compensation incentive to purchase a hybrid vehicle.
- Farm share pick up and walking program.
- Free products.
- Gym on site to be used after work, hiking, smoking cessation assistance, discounted massages, Weight Watchers program, all-natural cleaning products, company built fruit and vegetable garden and a non-smoking campus.
- Health assessment (DNA analysis and nutrition education), spa services, provide healthy snack options in our office (i.e. almond packs, apples and oranges instead of candy).
- Health insurance.
- Less health insurance if we participate in wellness program meeting and biometrics takes.
- Massages on Fridays.
- Membership to a fitness studio.

- Offered treatments, incentives and training.
- On-site yoga classes for employees. (4)
- One bonus buck for 30 minutes of workout time. We can use these earned credits to purchase a variety of products such as: an iPod, Nano or other Apple products. We can also purchase clothing, use credits for massages, etc.
- Our products are completely free of parabens, phthalates, artificial fragrances and preservatives. This means that our employees are not exposed to toxic chemicals in the process of making our organic products. We carefully make all of our own products by hand in our own wind powered, Southern California facility. Most of our bottled products are packaged in recyclable amber glass, protecting the essential oils from ambient light and preserving their therapeutic integrity. When we do use plastic bottles or tubes, we use recyclable environmentally friendly PET.
- Quarterly allowance for spa treatments & fitness memberships.
- Reimbursement on supportive health practices (acupuncture, massage, etc.).
- Spa treatments, offsite wellness vacations and flextime.
- We built a shower in our new facility where we test out our products and new scents on our employees (Also known as our "human testing lab"). We also put a basketball hoop in our facility and encourage employees to ride their bike to work and stay active, then they can clean up right at work!
- We do not employ or contract anyone who isn't already consistent with our values and mission. This means that they must live the healthy lifestyle that we promote (i.e. we do not allow for substance abuse or smoking). Our team members appreciate our standards and by the end of the year we will be implementing a program for team members to enjoy naturopathic services to help promote even healthier lifestyles based on performance. We discussed this with several members and they've said that they're looking forward to it.
- We have a great corporate culture that promotes health and well-being. A happy employee is productive and engaged.
- We get complimentary and reduced price internal corrective products for our systemic improvement.
- We paid the entry fee for any staff interested to participate in the local 10k in April.
- Various partnerships for discounted yoga throughout our community. (2)