



Retail and Spa Products May 2012

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 May 2012 Snapshot Survey requested information on retail and spa products. To allow for easy comparison, this month's Snapshot Survey also provides data from the May 2011 ISPA Snapshot Survey in which some of the same questions were asked.

When asked to describe the change in retail sales for specific product categories for the first four months of 2012 compared to the same period in 2011, a majority of spa respondents saw an increase in both skin care products (66 percent) and jewelry (58 percent). In terms of the incentives spas use to promote retail sales, in both 2011 and 2012, the largest groups of spas offered a free gift with purchase (54 percent in 2011 and 58 percent in 2012) and free product samples with a treatment/service (51 percent in 2011 and 55 percent in 2012). When comparing incentives used in 2012 versus 2011, having a vendor representative at the spa to promote a specific product/brand was the incentive that saw the biggest jump from 2011 to 2012, with an increase of nine percent (40 percent in 2011 versus 49 percent in 2012).

Eighty-five percent of spa respondents said they use retail sales metrics to measure the performance of service providers other than massage therapists and 69 percent use retail metrics to measure the performance of massage therapists. Sixty-nine percent of day spas said they use retail sales metrics to measure the performance of spa directors or managers compared to 51 percent of resort/hotel spas. When asked how often they conduct retail inventory, 68 percent of spas said they conduct it at least monthly. When deciding what companies to place orders with, 42 percent of spas stated that vendors' promotional resources have "some influence" on their choice. Thirty-four percent of spa respondents introduce a new retail promotion on a monthly basis.

ISPA resource partner members also shared some interesting data on their product launches and retail. Regarding the month they have launched or plan to launch a new product or service in 2012, 42 percent of resource partners have a launch slated for June and 40 percent in September. In both 2012 and 2011, the largest group of resource partner respondents planned to launch one to three new products/services during the year (38 percent in 2012 and 47 percent in 2011). Sixty percent of resource partner respondents said they do not provide an annual product promotion schedule to their spa clients.

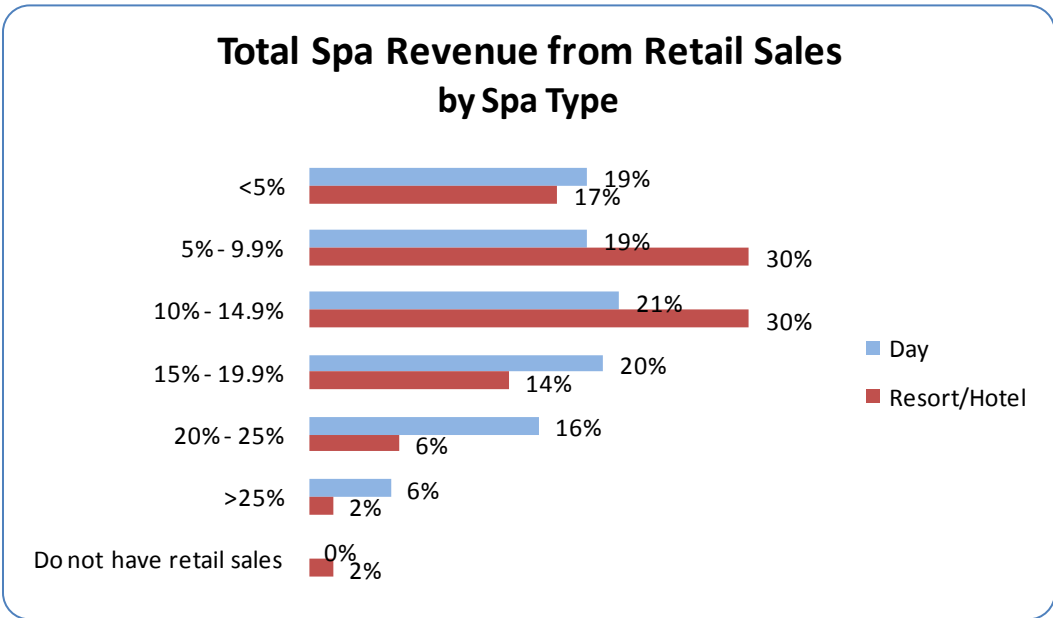
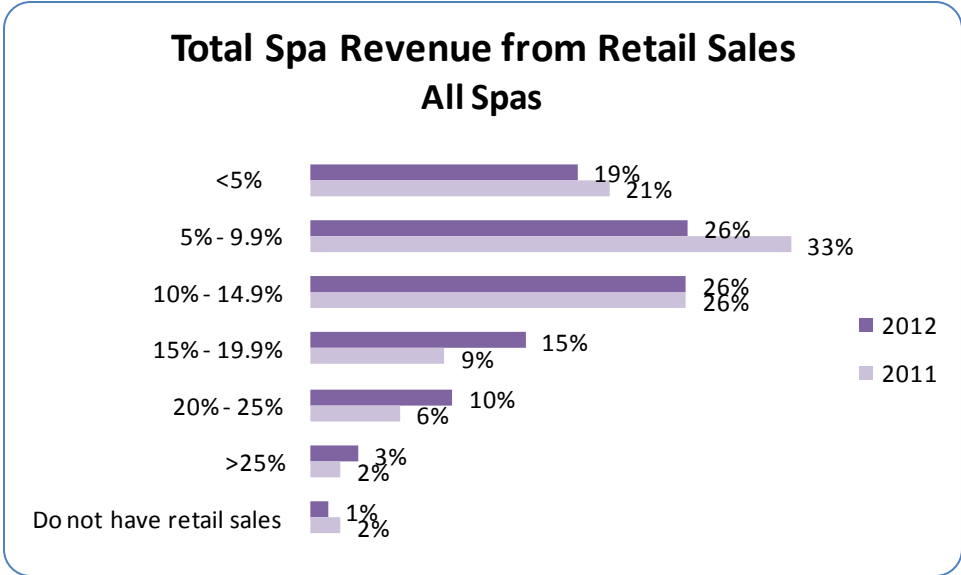
The results analysis includes answers from all respondents who took the Snapshot Survey in a 12-day period from Friday, May 18, 2012 to Tuesday, May 29, 2012. During this time, 492 ISPA members responded to the survey. The category "all spas" referred to within the charts includes data from all spa respondents (day, resort/hotel, medical, destination spas, spas under development and corporate spa headquarters). The resource partner category includes spa consultants.

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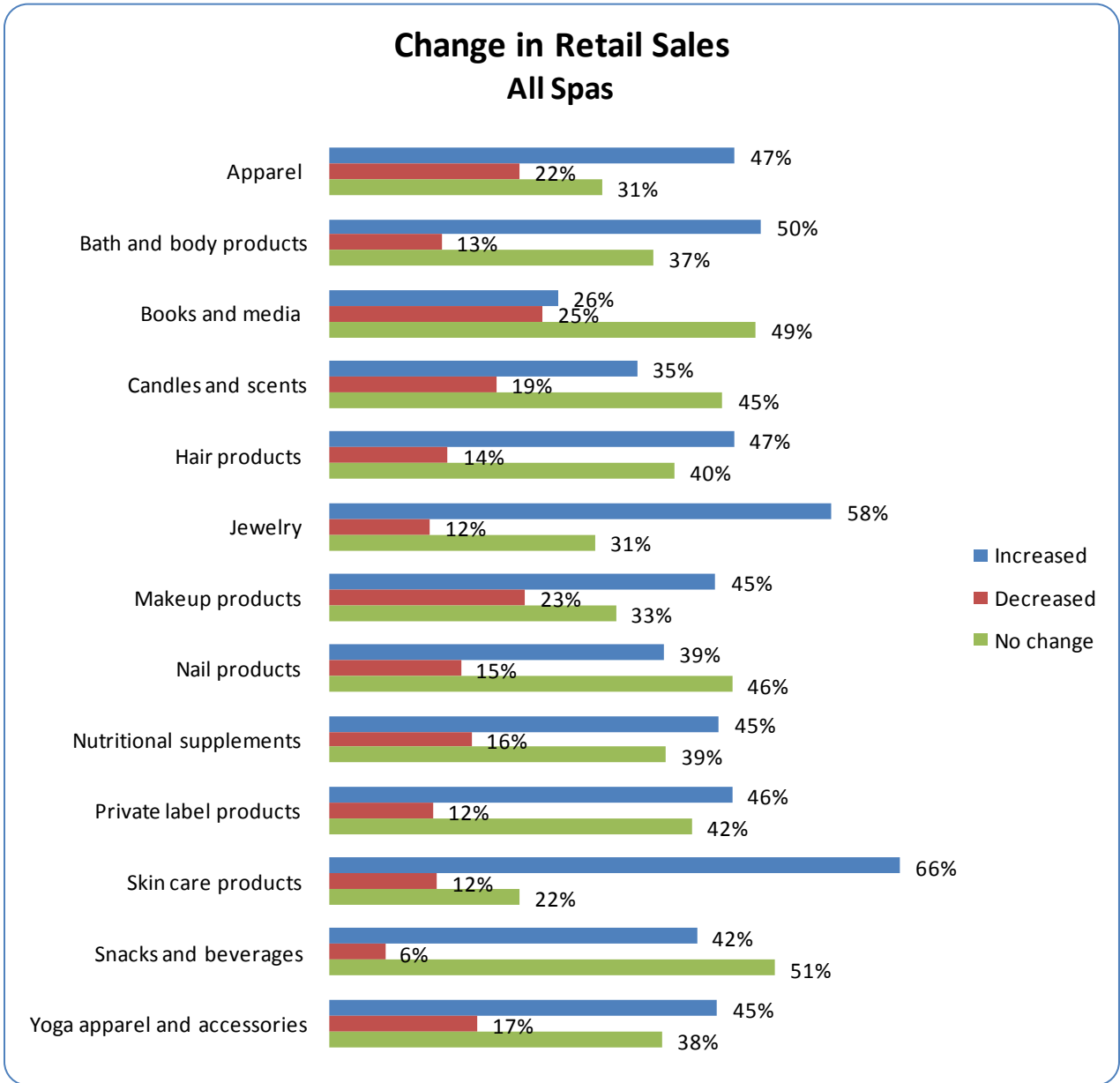
SPA MEMBERS

What percentage of your company's total spa revenue is derived from retail sales?

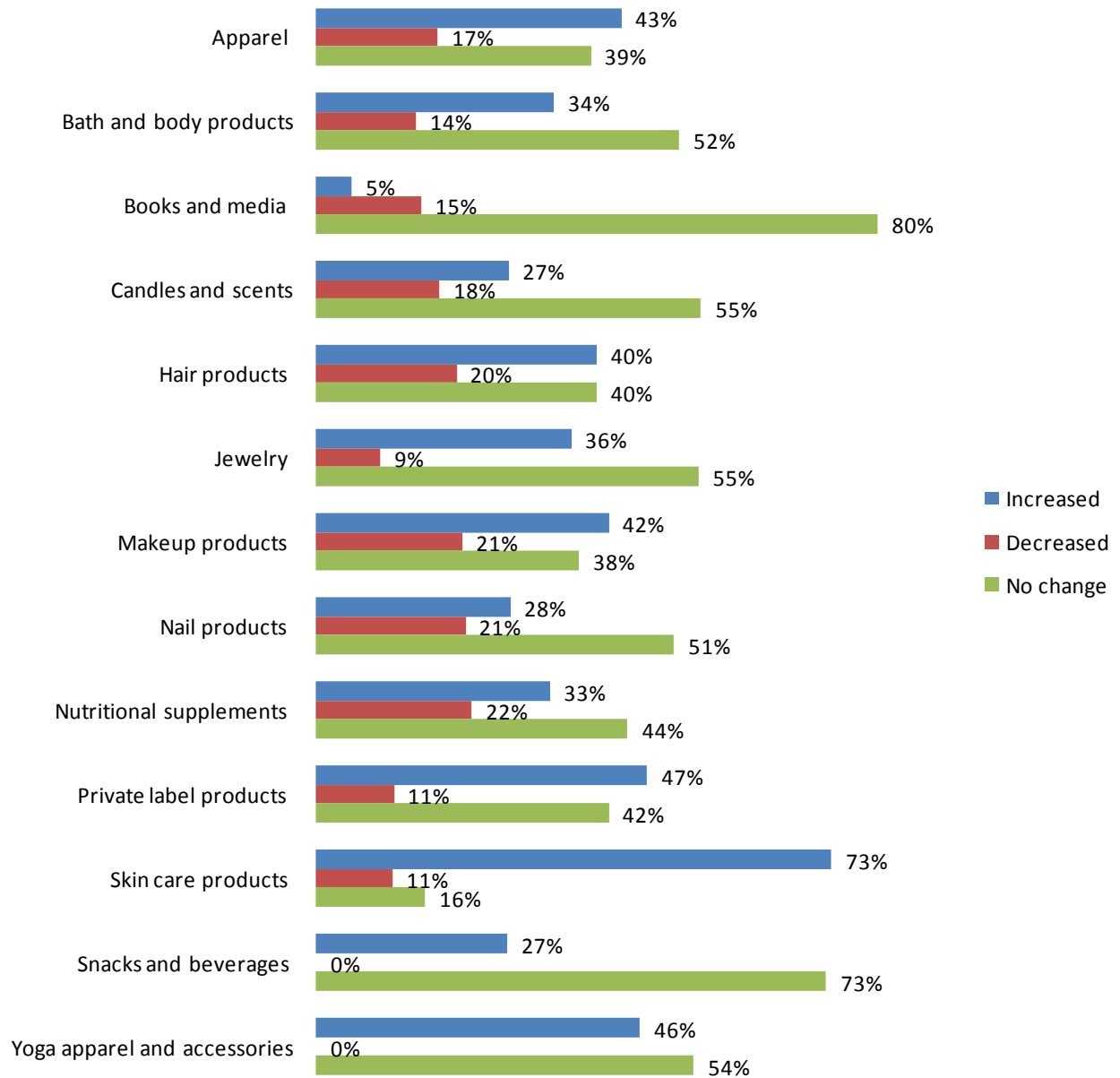




Please identify which of the following best describes your change in retail sales, if any, for the following product categories for the first four months of 2012 compared to the same period in 2011.

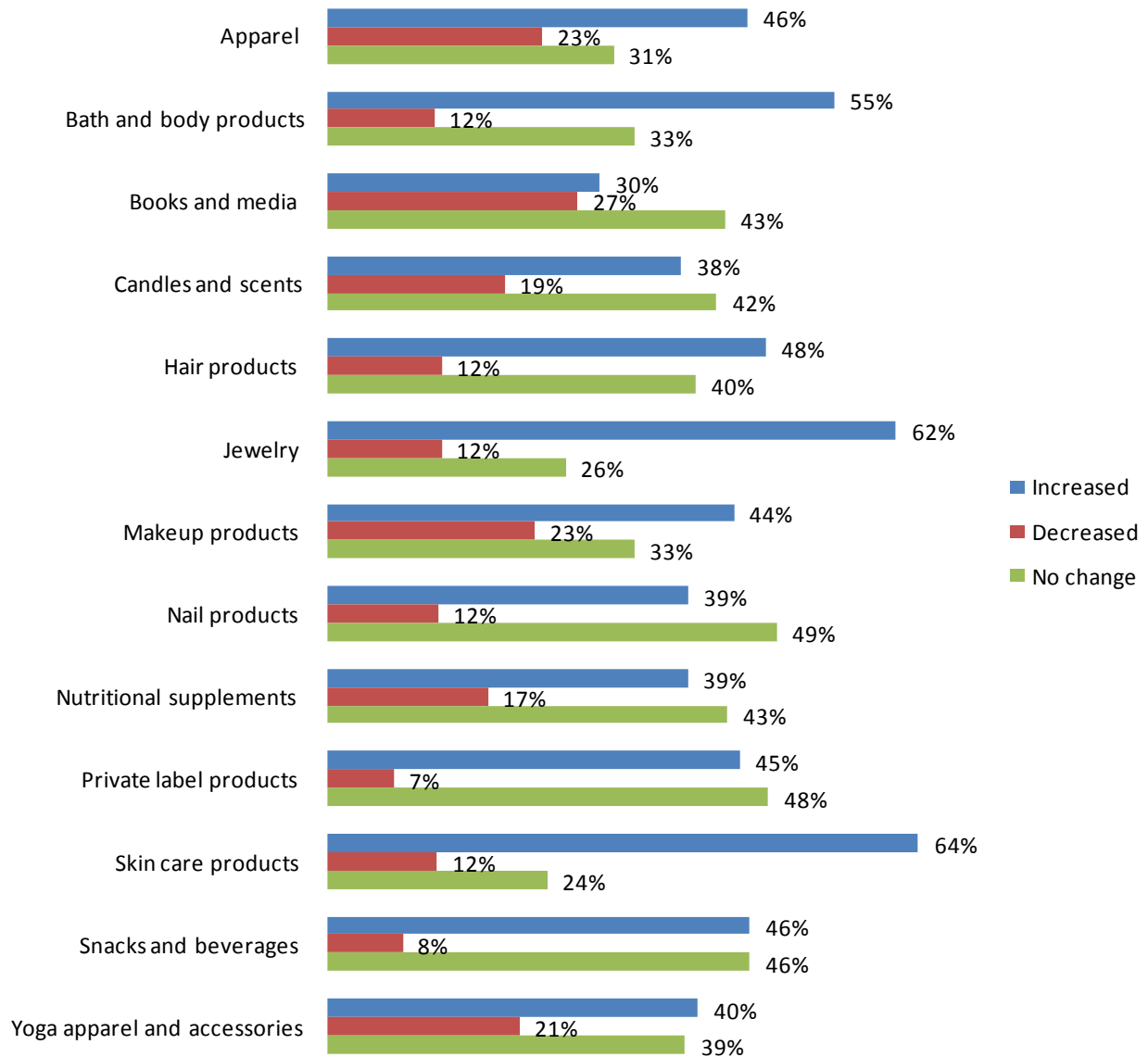


Change in Retail Sales Day Spas

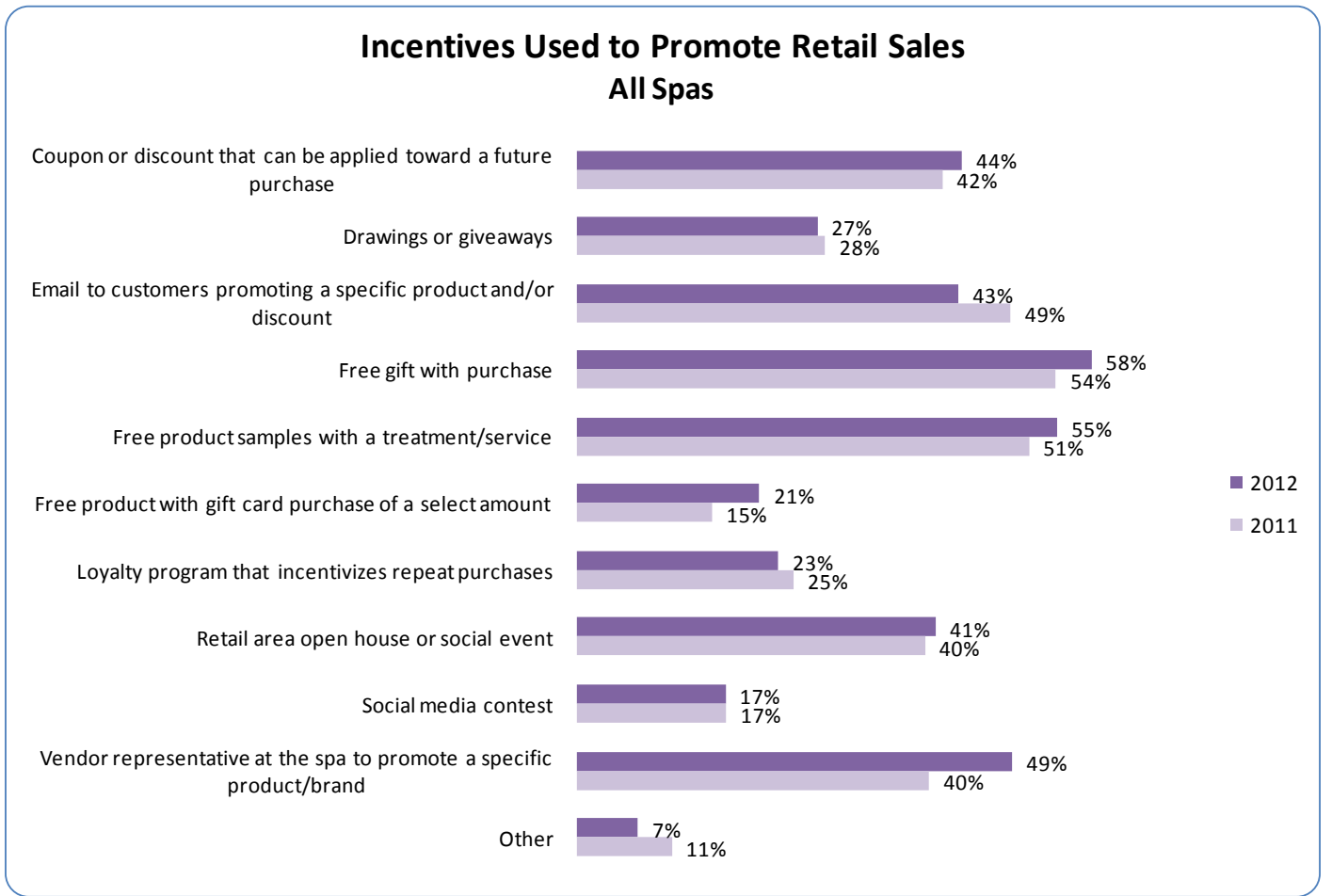




Change in Retail Sales Resort/Hotel Spas

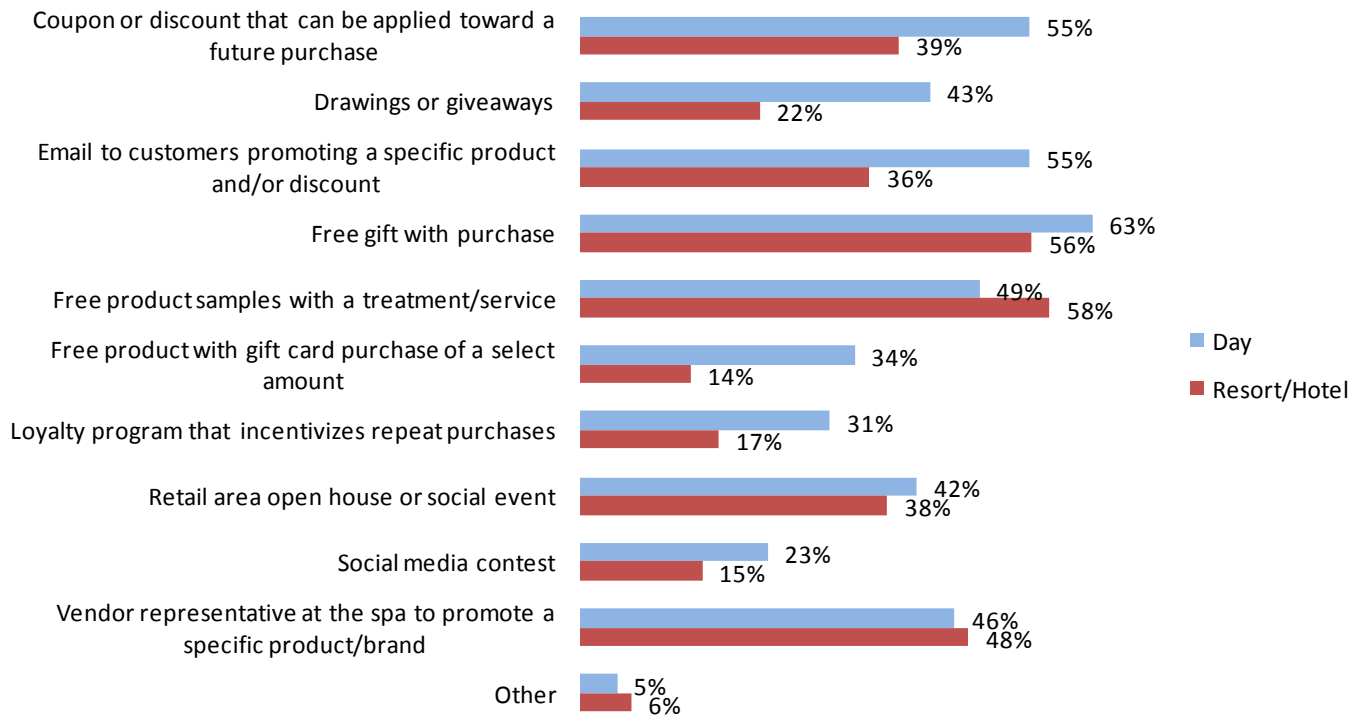


Which of the following incentives has your spa used in 2012 to promote retail product sales?





Incentives Used to Promote Retail Sales by Spa Type



Respondents were asked to identify their spa’s most popular retail product and include the specific details (i.e., 1-ounce honey lip balm from Honey Bee). Below is a sample of responses.

- 0.5 oz Jurlique Purely Age Defying Eye Cream
- Contouring Body Gel and Lotion
- 20 oz private label body/bath gel
- 250 ml contouring cream
- 4 oz 100% Pure Shea Butter from La Natura
- 4 oz Brown Palace Hotel Housemade Honey Bee Soap and all Sonya Dakar retail products
- 70 gm Alite Whitening Cream
- 8 oz private label bath line
- 8 oz and 34 oz Signature (Private Label) Body Wash & Body Lotion
- Africology Moisturizer
- All B. Kamins skin care
- All Eminence products and Seda France candles
- All Kerastase hair products
- All Murad products
- Alpha Lipoic Acid from Epicuren, Eye Doctor from CosMedix and Lip Plumper from G.M. Collin
- Amala Rejuvenate Treatment Oil
- Any Zents or Eminence products fly off the shelves
- Arcona skin care line and Jane Iredale makeup line.
- Arcona's Cranberry Gommage and Magic White Ice; Lavender Sonoma Bears, Bunnies, Lambs; Primavera's Moisturizing Face Lotion; Body Deli's Egyptian Date Scrub and Oil, Kai's Body Butter, Lotion, Deodorant; and Coola's Face Sunscreen SPF 30.
- Aromafloria Sinus Help - one pouch.



- Aromatherapy Associates De-Stress Muscle Gel
- Aromessence de Decléor - Serum for the face
- Astara Radiance Renewal Intense Moisturizer
- Aveda Color Conserve shampoo and conditioner
- Bandanas and travel size candles
- Bath pebbles
- Bath Robe from Kashwre
- Bath salts and body soap
- Biofreeze
- Biofreeze Gel and Tube; Comfort Zone Hydramemory cream, mask, and serum; Comfort Zone Skin Resonance Peeling; and Epicuren Enzyme Lip Balm .25 oz
- Bio-Freeze roll-on.
- Biofreeze roll-on, Therapearl neck and eye pads, aromatherapy and candles.
- Biofreeze, Peter Thomas Roth Max Sheer SPF 30 Moisturizer.
- B. Kamins Lactic Acid
- Boxed candles from Archipelago - assorted fragrances.
- Carita Intensive Micro Peel
- Carita Skin Care
- CE Ferulic and Nannie's Tea
- CE Ferulic and Skinceuticals
- Clarins Beauty Flash Balm
- Clarisonic Opal and NuFace
- Clarisonic replacement brush head
- Clovertree Muscle Relief Balm
- Coconut Age Corrective Moisturizer by Eminence – 2 oz
- Day Cream from Eminence
- Decléor's Experience Resurfacing Gel-Cream Mask
- Dermalogica Daily Microfoliant – 75 g
- Deserving Thyme Brown Sugar Scrub and Ilike Organic Age Defense Cream
- De-Stress Muscle Gel by Aromatherapy Associates
- Elizabeth Arden Eight Hour Skin Protectant
- Emi-Jay hair accessories
- Eminence Apricot Oil
- Eminence naseberry body lotion, 8 oz.
- Eminence Strawberry Rhubarb Dermafoliant
- Epicuren Afterbath - 8 oz
- Epicuren Colstrum Serum, 2 oz and 4 oz
- Epicuren Microderm Scrub and Epicuren Lip Balm made with tea tree oil with SPF 15
- Facial products/B. Kamins
- FarmHouse Fresh products - all of them!
- Firming Eye Contour Gel from THALGO
- Floriani Satin Body Spray
- Four Seasons Logo Beach Bag
- Gel Nettoyant Cleanser by Yon-ka (13 oz)
- Ginger Peach Body Lotion (Signature Line for Allegria)
- glominerals Mint and Cherry Balm - we sell at least 30 per month.
- glominerals Honey Sugar Butter Body Butter or BioFreeze
- Green Science Firming Face Creme by Aveda
- Hair products sold after keratin treatments from various companies such as 4HAIR and Global Keratin. Facial products from Phytomer as well as sunblock from COOLA.
- Hairties by Emi-Jay
- Headaid Aroma Beads from Aromafloria
- Heated Herbal Shoulder Wrap which we use in our relaxation room as a great introduction to the product.
- High heel shoe luggage tags from Fluff. Since we are a resort they sell like hotcakes.
- Home Peel Pads Kerstin Florian
- Honey Vanilla Lip Butter from Naturopathica and the Sweet Cherry Enzyme from Naturopathica
- Hydropeptide and La Bella Donna Loose Mineral Foundation
- I cannot keep Hylunia Facial products on the shelf - all of them, literally. But if I had to choose one product that consistently sells out it would be the Beyond C Complex.
- Jack Black All Over Body Wash 8 oz
- Jewelry
- Jurlique Purely Age-Defying Trio Skin Care
- Karora Chemical-free Gradual Bronzing Moisturiser

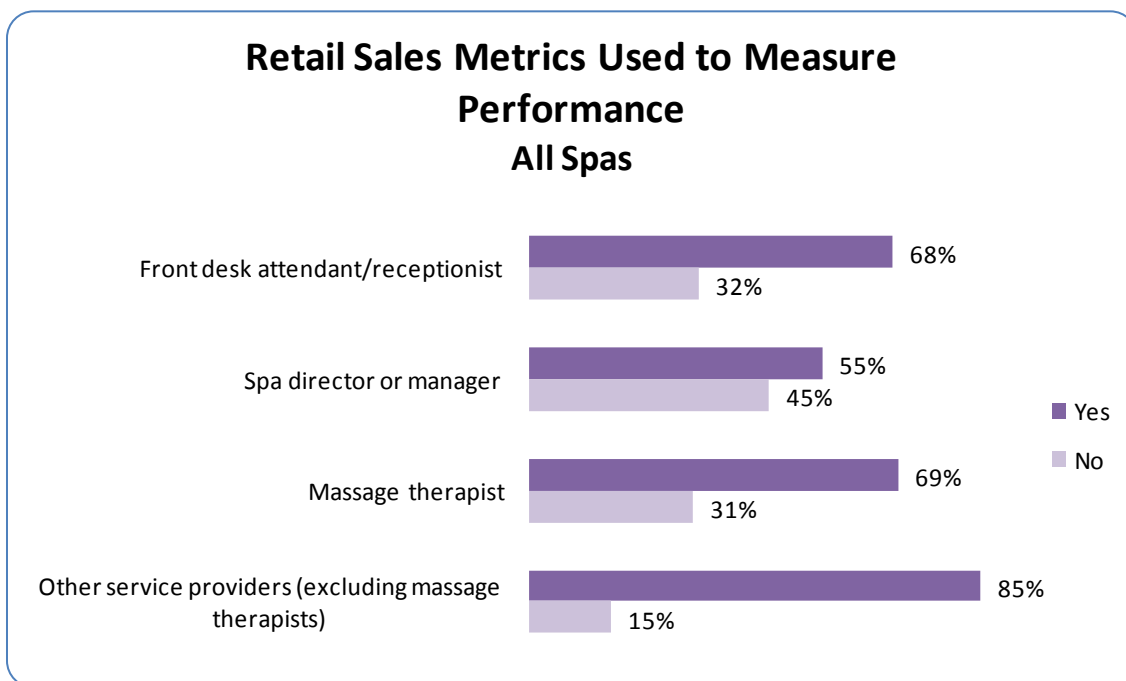


- Kerstin Florian Hyaluronic Serum - pump
- Kerstin Florian Moisturizer
- L. Raphael products, Sodashi products and Eres swimwear
- LaNature Lip Balm
- LING - this entire skin-care line does very well. Kai products are a runner-up.
- Lip 20 Lip Sheers by kaplanMD
- Lip Balm from LaNatura
- Logo gear (Hotel Valley Ho)
- Logo Robe
- Lululemon exercise/yoga apparel
- Macadamia oil
- Magsoothium Bath Salts
- Me! Bath Ice Creat – the teenagers love it.
- Miraval Logo Duck with mask on its face. We also have one with cucumbers on its eyes and we cannot keep them in stock.
- MOROCCANOIL
- MOROCCANOIL Hair Oil - we can't keep it stocked and don't even use it in services all that often
- MOROCCANOIL Original 25 ml
- MOROCCANOIL Treatment 0.85 oz
- Mud bath and mineral salt (our own brand)
- Murad Age Reform Cleanser
- Natura Bisse brand
- Natura Bisse Sheer Cure Cream
- Natural bath salt and OPI nail color
- Naturopathica Arnica Muscle Gel
- Naturopathica Sweet Cherry Brightening Enzyme Peel 1.7 fl oz
- Necklaces - many different styles in the under \$20 range
- Neroli Eye Serum by Eminence
- New Aveda Stress Fix Body Lotion
- Obagi products
- Obagi and Jan Marini skin care products/lines
- OKA b Sandals, LovethisLife shirts (old style), protein bars and protein shakes
- OKA b sandals, Kai perfume oil and Illume Pineapple Cilantro Candle
- Olive Fig and Shea Butter Body Cream 6 oz from Skin Authority
- OPI nail polish
- Orchidee Eye & Lip Cream
- Ore and Fresh Scent Lotion from Zents; Apricot Body Oil and Pear & Poppy Seed Scrub from Eminence; Kneipp Active Arnica Gel from Kneipp; and Soy Candles from Magic Fairy Candles
- Our in-house granola is the biggest seller. The second biggest seller is our signature essential oil and mister we developed with AromaVana called the Spirit of Ventana.
- Our top-selling product by quantity is 8.5 oz Pureology Hydrating Conditioner. Our top-selling product by dollars is the 1.7 oz Prevage Day Ultra Protection with SPF 30.
- PeptiDerm Moisturizing Cream - Sanitas Skincare
- Peter Thomas Roth Un-Wrinkle Kit
- Pevonia RS2 Cream 50 ml and Concentrate 30 ml. Medicalia Lipo-Guard Cream 150 ml.
- PHYT'S - the facial line.
- Positively Green Greeting Cards from Compendium
- PREVAGE - face, eye
- Prevage from Elizabeth Arden
- Privai skin care
- Private brand essential oils and Barefoot Venus Coconut Kiss Lotion
- Private label - blue cleanser
- Private label candle
- Private label neck rest
- Private label skin care and private label amenity line
- Private label lavender mint lotion, 8 oz
- Pure Fiji Scrub - Mango
- Pure Fiji Body Scrubs
- Qtica Lip Balm
- Rejuvenate Eye Treatment from Amala
- RevitaLash
- Signature bath and body products
- Signature Body Lotion (Private Label) 8 oz
- Silver accessories
- Silver Seasons Jewelry



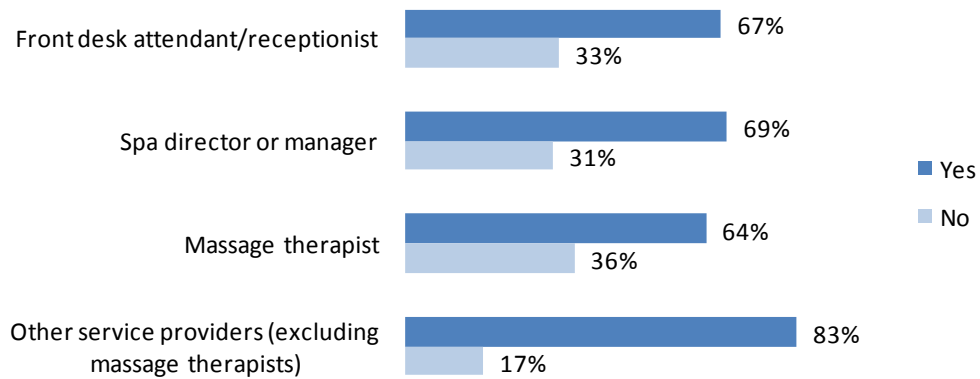
- Skin Authority Super-C Serum, Skin Authority Resurfacing Accelerator, Kerstin Florian Serum C + Infusion, Kerstin Florian At-Home Professional Pee, Kerstin Florian Multi-Vitamin Day Creme SPF 30
- SkinCeuticals skin care
- SkinCeuticals C E Ferulic
- SkinCeuticals Hydrating B5 Gel
- SkinCeuticals C E Ferulic and PureIllumination Lano Lip Balm
- SkinCeuticals Phloretin CF and caly mask
- Small impulse buys like Lip Drink and Sugar Butter Lip Exfoliator and SPF lip balm. Kerstin Florian skin care (Neroli Water and Caviar Eye Creme).
- Sonya Dakar Ultraluxe-9
- Sothys Normalizing Beauty Milk
- Spa cuisine. We have a simple dining space where we serve spa cuisine.
- Spa Grande Tote Bags
- Spa Technologies Oxygenated Renewal Complex
- Starfish Ring from Fornash Jewelry
- Strawberry Rhubarb Dermafoliant from Eminence
- Sweet Cherry Brightening Enzyme Peel from Naturopathica
- Tea Tree Lip Balm and Peptide Hydrating Serum
- The retail size of our grapeseed products we use in our hotel rooms.
- Toner Tea Bar from Arcona
- t.s. pink Soap Rocks and Milk and Honey Lotion Bar
- Vivier CE Peptides 1 oz
- ViX swimwear
- Votive scented candles
- Westin White Tea Diffuser which is Westin's signature scent.
- Whoopie! Cream from FarmHouse Fresh
- Women's Bathing Suits
- Women's apparel
- Yikes Twins Hooded Towels for Kids
- Yoga Balm by Simple Organics

Does your spa use retail sales metrics to measure performance for the following employee categories?

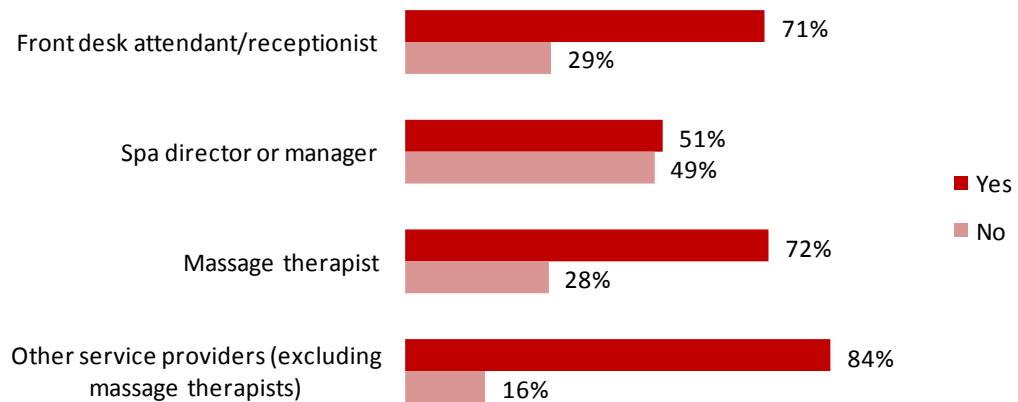




Retail Sales Metrics Used to Measure Performance Day Spas

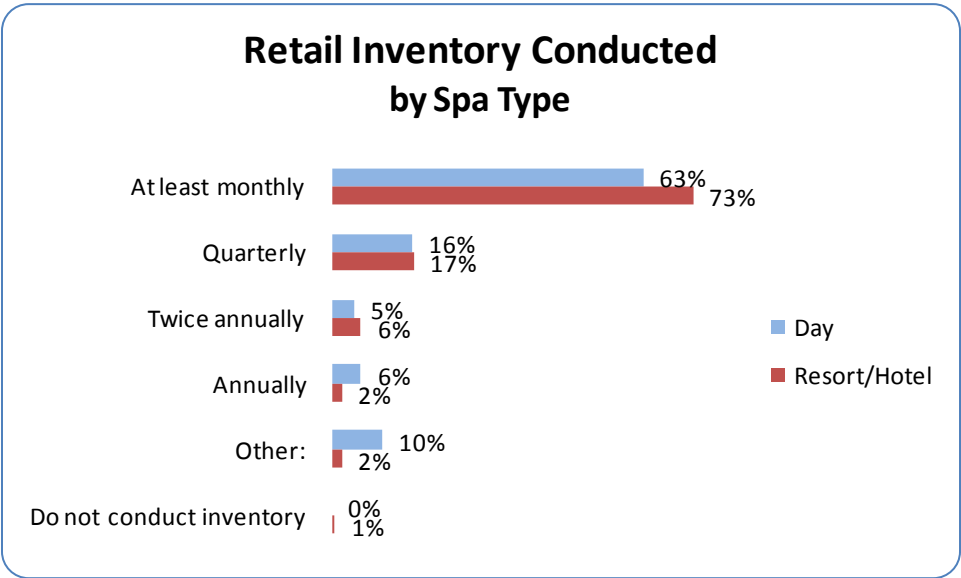
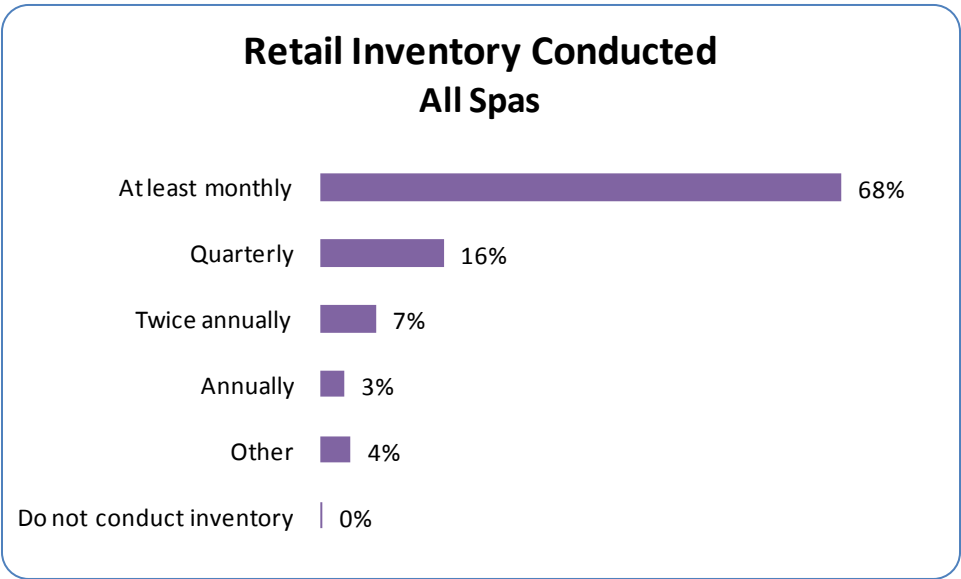


Retail Sales Metrics Used to Measure Performance Resort/Hotel Spas



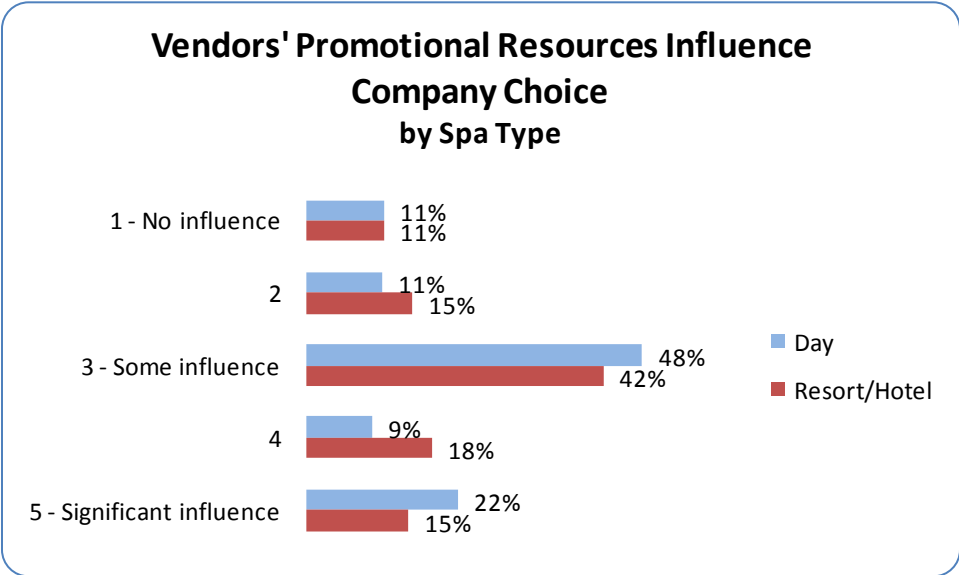
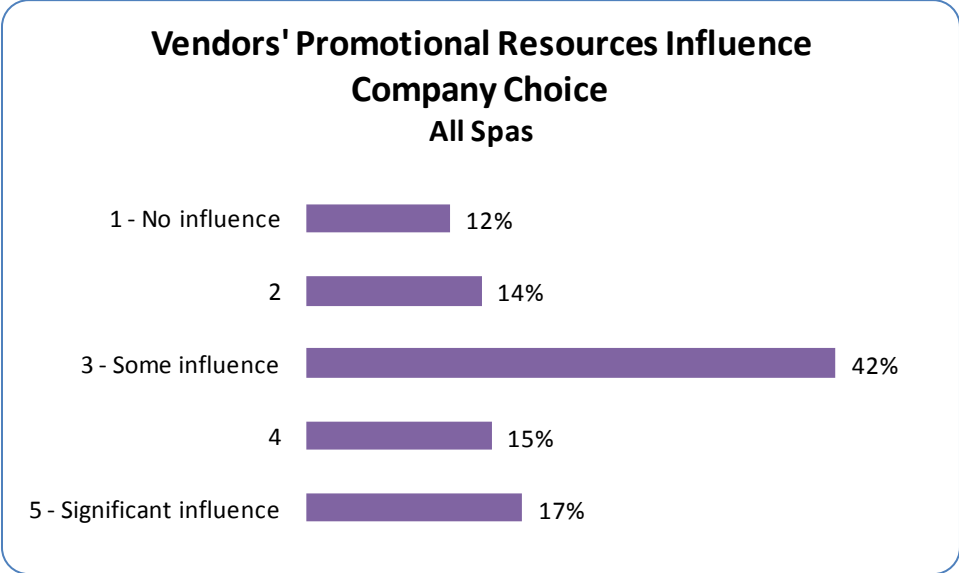


How frequently does your spa conduct retail inventory?



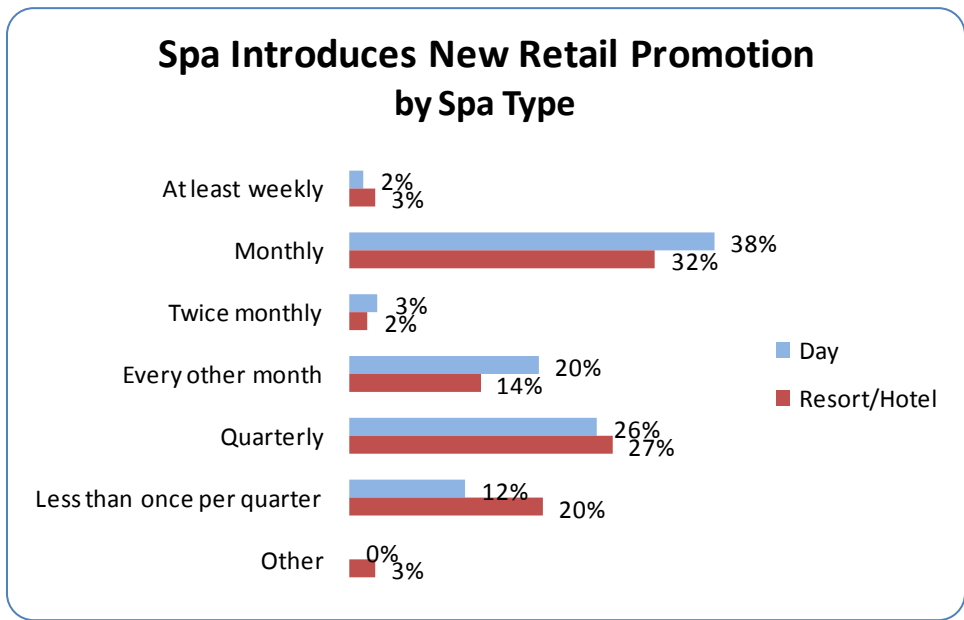
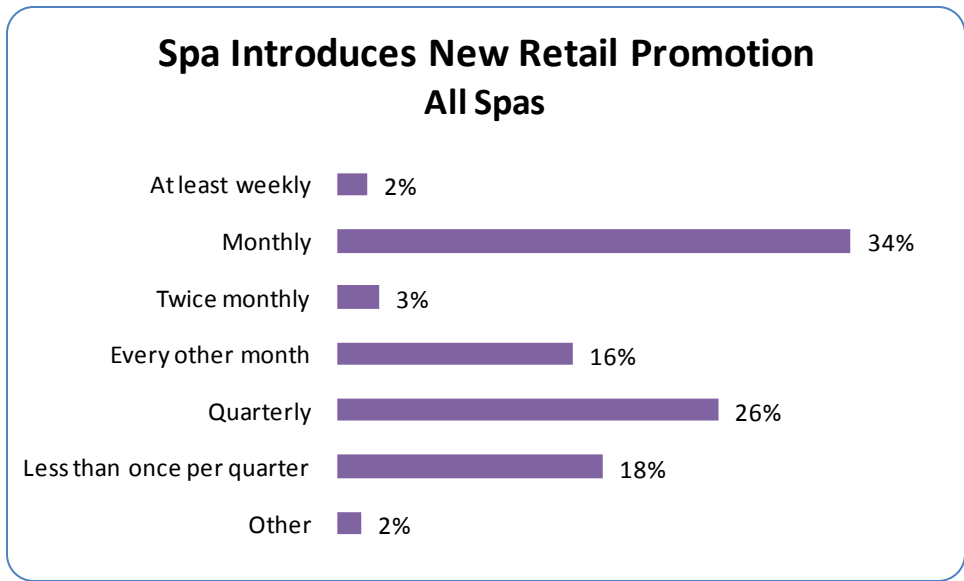


Using the following five-point scale, how much influence do vendors' promotional resources have on your choice of companies with which to place orders?





Which of the following best describes how often your spa introduces a new retail promotion?



Respondents were asked to describe their spa's most successful retail promotion implemented within the past year (i.e. free eco-friendly tote with \$100 purchase, therapists used "prescription pads" to recommend products to purchase, etc.). Below is a sample of responses.

- \$20 off retail purchase. Posted on our Facebook page.
- \$25 gift card with gift card purchase of \$250 or more (Christmas season).
- \$25 off retail purchase of \$100 which was handed out by the estheticians to clients having a facial.
- \$25 retail coupon when purchasing \$150 in gift cards.



- \$50 in free products with a service of \$150 or more.
- \$65 institute facial with a facial therapist and 20 percent off three or more Sothys products. Clients were emailed and then SMS messages were sent out three days before and booked in at one-hour intervals, which included a 15-minute consultation. We had two reps from Sothys doing facials and two therapists from our spa, it was a very successful day retail-wise.
- Ten percent off all spa retail products with any service.
- Ten percent off retail items when you have a service for hotel guests.
- Two for one cleanser, free travel cleanser with \$100 PRIORI purchase, and free travel gift set with \$100 Pure Fiji purchase.
- Twenty percent discount insert in all key packets.
- Twenty percent off any retail purchased the same day as service.
- Twenty percent off or gift with purchase.
- Five percent off on recommendation cards for product purchased that day.
- A holiday shopping party.
- Estheticians are required to present a prescription after each facial. They then receive a monthly commission based on a sliding scale of percentage of retail sold to total treatments performed. We average about 50 percent retail to each treatment. It is very successful!
- After hour vendor event.
- Allow the guest 20 percent off two products and 30 percent off three.
- An eblast to our database mentioning a one-day sale for past guests.
- Announce new product or best sales product via weekly newsletter.
- Best promotions have been: buy Pevonia Power Repair Cream and a Concentrate, get an eye product for free and Buy Medicalia Lipo-Guard Cream and a Salt Body Scrub for combined price. We use prescription pads with every client.
- Bi-annual Signature Product Discount offer - our guests know when to expect it and stock up.
- Book \$250 in services and receive 10 percent off retail.
- Book a 50-minute facial and receive a sample tote of all the products used on you that day (for companies that get a ton of samples from their vendors, this is a really great deal).
- Buy one product, get one product 50 percent off.
- Buy two products, get a 50 percent discount on the third product (same price or less).
- Buy one retail product and receive 50 percent off the second item.
- Buy one, get one free signature scent.
- By our therapists introducing the product at the right time of the treatment, with the right approach, knowledge and body language. They have the relationship and trust with the guests and this is the important element for successful retail.
- Candle already included in the price of our day spa, which has increased our retail sales considerably.
- Charging booking fees for event services that can be used for retail product purchases during an event.
- Clarisonic face and body brush prescription cards.
- Complimentary events held at the spa and utilizing the product.
- Complimentary treatments with specific services. Not only did it promote lesser-booked services but also encouraged retail sales after treatment.
- Contest with the estheticians for the higher sales for each month.
- Creating retail incentive programs for our staff - if they sell so much they are awarded prizes.
- Custom recommendation card that is handwritten by the service provider.



- Dermalogica buy one, get one.
- Discount (\$50) on Clarisonic and NuFace with 80-minute facial.
- Discount on day of service.
- Discount with purchase of two or more products; retail component added to monthly treatment special.
- During the holidays, we offer a free tote with purchase. Guests love that. We also offer free products with purchase.
- Elizabeth Arden GWP Seasonal.
- Entry in raffle for free Clarisonic Mia 2 for every \$100 in retail purchases.
- Esthetician literally places product at check-out desk after handing prescription to guest at end of facial.
- For clients coming in for a Rue La La special facial offer, we offered them \$20 towards any retail purchased that day.
- Free \$50 tote gift set (June Jacobs) with a purchase of \$30 or more.
- Free 2 oz coconut cleanser with the purchase of two products from our new age corrective line.
- Free gift card with gift card purchase, i.e. purchase one \$500 gift card and receive an additional \$100 gift card free.
- Free gift with gift certificate purchase.
- Free gift with purchase (pouch with products in it).
- Free gift with purchase from Clarisonic.
- Free products with purchase and free service with a minimum retail purchase.
- Free retail product with a minimum gift card purchase.
- Free skin cleanser with 80-minute treatments.
- Free soy candle with purchase of three body care products.
- Free spa tote with \$150 gift certificate purchase.
- Free Sun tote with the purchase of two full-size Sun products.
- Gift with \$100 purchase.
- Grab bags themed for each holiday filled with different tickets offering small giveaways for more sales.
- Guerlain provides gift with purchase for us. They are very successful.
- GWP with Eminence Serums.
- Having the vendor here representing their product line and offering an event/trunk show is always the most successful for us.
- Holiday gift card sales with complimentary gift. Summer retail offer with the purchase of a specific set of spa services. Spend "x" and get "\$x" off your total retail purchase.
- Home care pads for product recommendations, making it a practice to make a recommendation and to educate our guests on the benefits of organics and products free of parabens, artificial colors, etc.
- Increasing our membership's 10 percent discount to 20 percent.
- Introduction of costume jewelry.
- Introduction of La Bella Donna line at a member event.
- Jane Iredale launch event - \$20 to enter and guests were able to apply it to purchase.
- La Bella Donna makeup promo - three-piece gift with a purchase of \$100 of their line. Using recommendation cards is helpful as well.
- LATISSE buy one, get one free.
- Martinis and Makeover event - rep from makeup line comes in to do complimentary applications and prescription pads are used. Costs \$35 per person, everyone gets a drink, snacks, and \$25 off any retail products.



- Massage therapists' use of prescription pads to recommend products.
- MOROCCANOIL Launch at our Members' Pool Party event.
- NuFace New Year - New face free demo to all hotel guests.
- Ongoing skin care relationship and promotions program with our resource partner.
- Open house focused specifically on Jane Iredale.
- Open house gift bag with products.
- Our Easter Egg Promotion. Purchase \$25 in retail and pick an egg filled with products, treatments, and packages.
- Policy for therapists to pull three products per service.
- Pool towel with pool pass promotion.
- Prescription pads by Naturopathica and hosting a spa-octail party poolside for spa guests.
- Prescription pads to recommend products, introducing new products periodically and refreshing the visual presentation to make retail area look new, especially to employee; it reenergizes them to recommend items.
- Prescription recipe cards for therapists to recommend product.
- Prescription pads for home care advice and incentives for spa staff.
- Product of the month.
- Purchase two face products and get a face mask for free.
- Purchase a 50-minute facial and receive 30 percent off skin-care products.
- Purchase a facial and manicure and receive free retail Sanitas Skincare mini sample kit.
- Purchase with purchase - large makeup box to able to purchase with any \$32.50 purchase.
- Recommendation pads, training for therapists in the store, organizing the therapists' items for sale in a way that makes sense for them and free gift with purchase of items that we are trying to change out.
- Reinvigorated and personalized prescription pads.
- Retail incentives for providers/front desk. Gift with purchase have done really well this year.
- Re-training for the staff. Therapists to offer a recommendation home care card and place that card with the products on the reception desk for the guests to look at them.
- Robe + massage bundle.
- RX Cards used by therapists and cosmetologists for facials and nails.
- Saturday specials - focus on items we need to move, and offer 20 percent off and testers. With any SkinCeuticals facial, receive a \$30 credit towards a retail product.
- Scalp treatment with each scrub and take-home product.
- Several very successful promos to target groups. Most significant was to our local day market offering both treatment and retail discounts as a "thank you."
- Social event - free hand treatment/free mini facials.
- Social retail event - received 20 percent discount on featured products the night of the event.
- Spaaaholiday Open House.
- Spalliday - one-time Holiday Open House event with food, drink and entertainment. All of our vendors' representatives were present with exhibit space and all attendees were given a 25 percent discount on all purchases made that night. We grossed over \$25,000 in retail sales in four hours!
- Staff booked according to retail sales.
- Staff incentive - priority booking for highest retailers.
- The most successful promotion was buy one Eminence product and receive a Serum for free GWP.
- Therapist setting recommended product out for clients after every service. We launched a new product line, as well as offered discounted product for the day only.



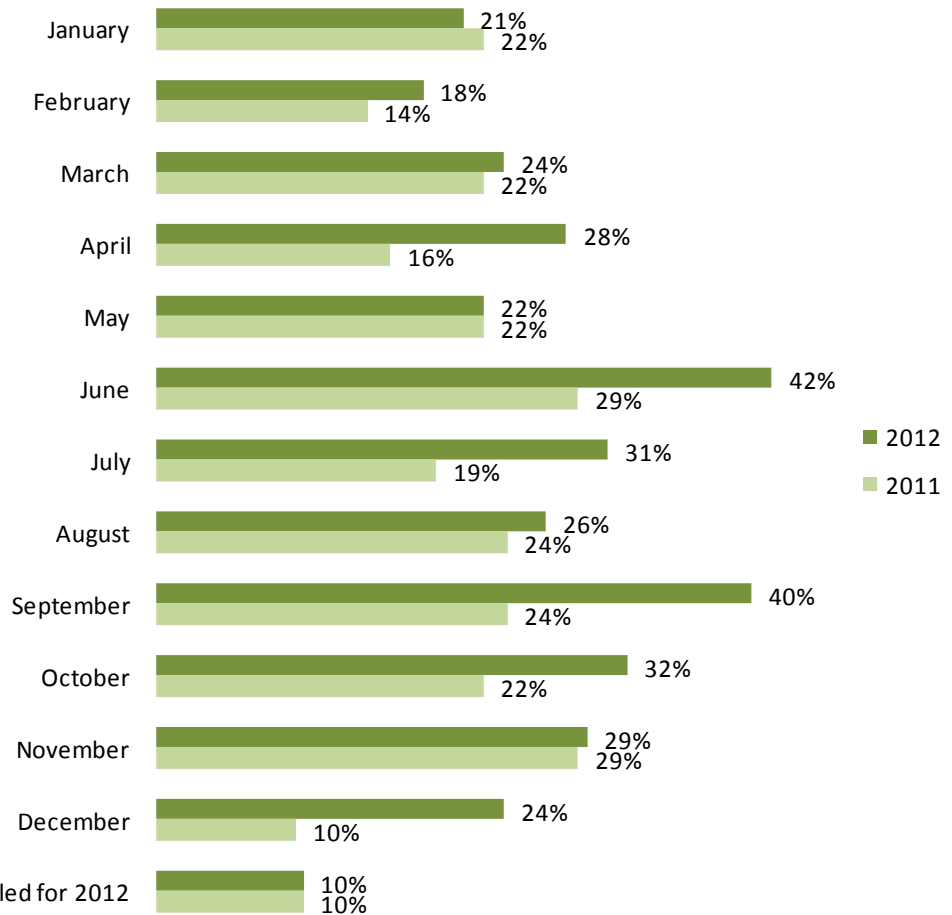
- Therapists use of recommendation cards that they leave at the front desk in baskets with the pulled product, promoting higher volume in retail sales.
- Therapist prescription cards, product of the month and changing the look in the retail area on a monthly base to attract the guests' eye.
- Therapists began leaving products at the reception desk, along with their business cards. This has helped increase retail sales and repeat service bookings.
- Three-day promotion offering tiered incentives of free product, add-on service and follow-up service free.
- Trunk sales and events that feature specific products are typically the most successful for our spa.
- Trunk show with jewelry designer.
- Use of the Clarisonic brush within facials gave the guest the opportunity to experience the tool and encouraged high sales.
- Value add-on specials.
- Vendor support where staff sells six items from the body line and receives a product of their choice free.
- We changed the displays in the physical presentation of product.
- We don't use many promotions with our guests. We instead incentivize the staff with contests.
- We have a basket system we use for each guest where products are hand-selected for each guest and then placed in the basket with a personal note and self-care tips. Average tickets have increased.
- We included a take-home herbal poultice with the booking of our Essence of Big Sur Herbal Massage.
- We use prescription cards for all therapists (massage, esthetics and salon) to help promote retail sales. Also Primavera's GWP has assisted in sales - purchase \$50 or more on Primavera's moisturizers, receive a GWP.
- We use prescriptions year-round. Usually a buy two, get one free or a flat discount or sale on products is most successful.
- When getting a pedicure, choose you color, get your application from a fresh bottle, get \$5 off and bring it home.
- With the purchase of a gift card of \$120 or more, receive one complimentary product. With the purchase of a gift card of \$200 or more, receive two complimentary products (specific products given).



RESOURCE PARTNERS

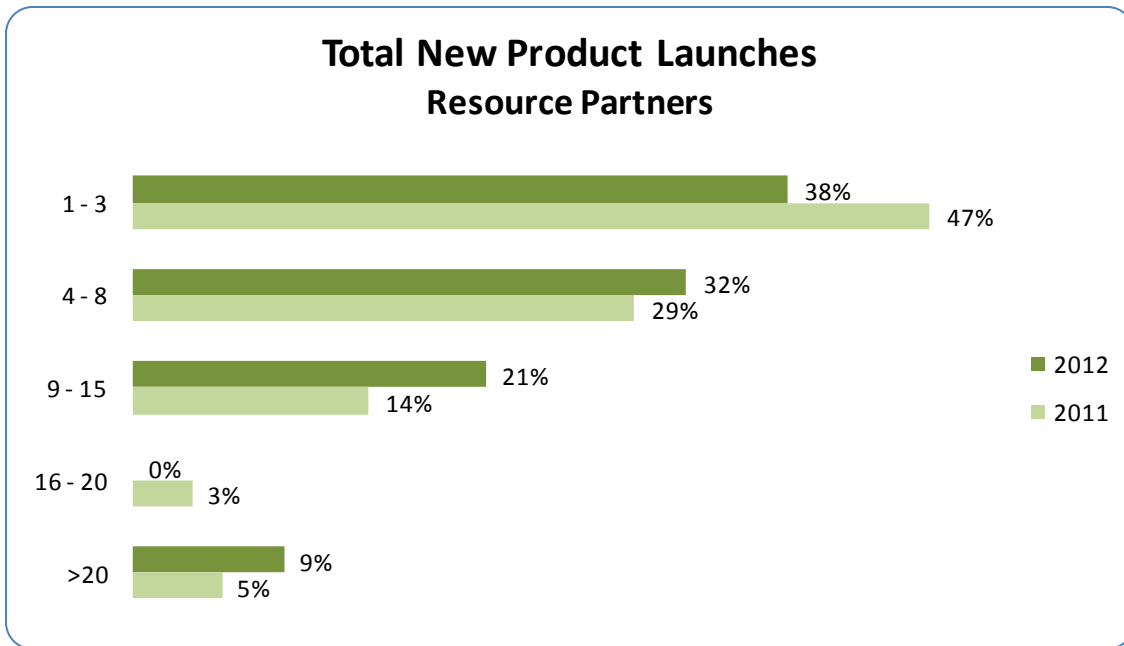
Please identify which of the following months your company has launched or plans to launch a new product or service in 2012?

**Month Company Launches New Product or Service
Resource Partner**

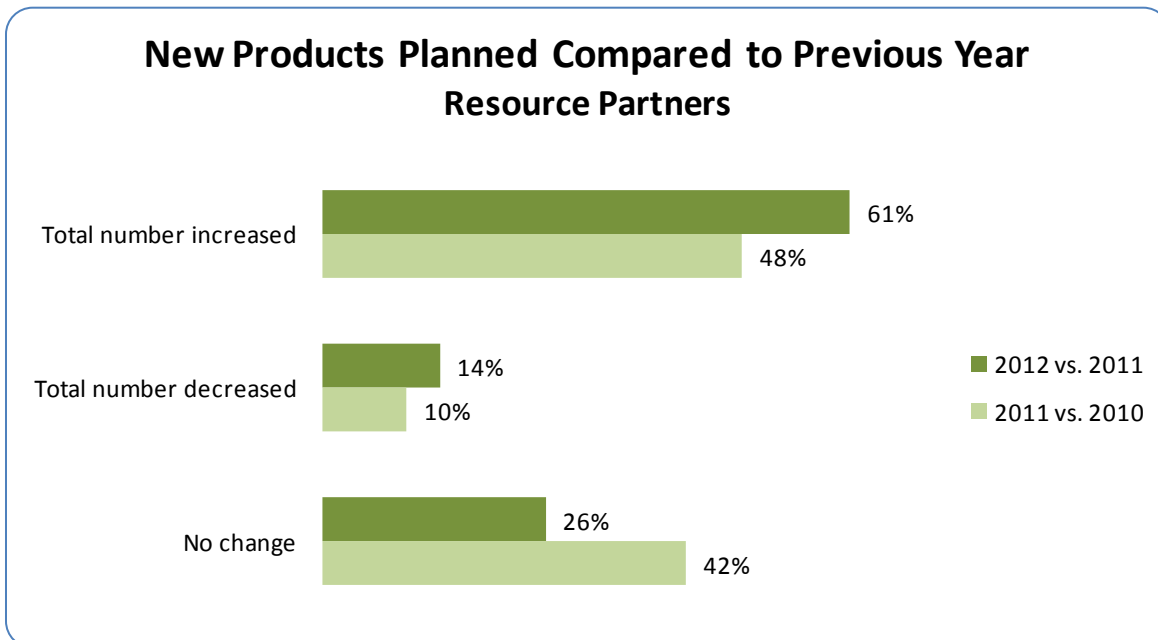




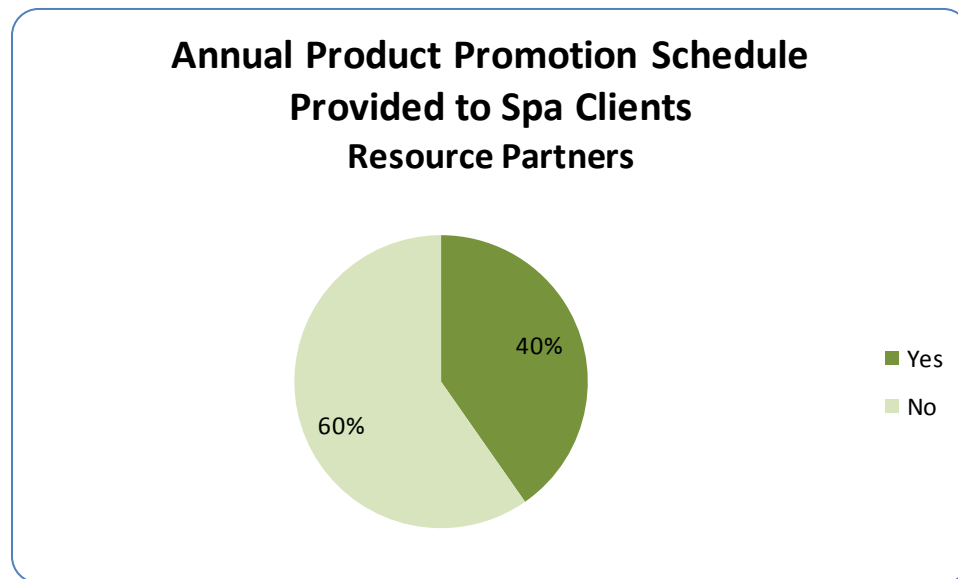
How many total new products does your company plan to introduce in 2012?



How does your company's total number of new product launches for 2012 compare to 2011?



Does your company have an annual retail product promotional schedule that is provided to spa clients?



Respondents were asked to describe how their company assists spa clients with retail promotions and marketing. Below is a sample of responses.

- Partnership presentations and participation in their events.
- Constant Contact emails.
- We conduct trainings/cupings with our spa accounts so they are better educated and more knowledgeable about our products and brand.
- In-store aid, in-store pop and industry partnerships (i.e. melanoma research alliance).
- Marketing collateral, training manuals, sales and education support, customized email blasts, etc.
- Monthly gift offer promotion. Company website that directs retail clients to spa accounts. Visual collateral.
- We provide necessary display and point-of-sale materials, as well as keep spas informed of promos we are running.
- Point-of-purchase signage and complimentary product for employees to wear.
- Offer promotions on retail purchases. For example, summer promotion is a full-size gift with purchase with our hydration gel. Also, we offer promotional events to help drive sales on treatments and retail.
- Product knowledge, posters, pamphlets and training.
- We offer sell-through POS materials, gifts and depending on the promotion, we send in an expert to help sell.
- Brochures, look books, displays, posters, bags and gifts with purchase.
- Public relations, national advertising, in-store POP, promotions, BOGO pre-packs, sample packets, window clings, posters, banners, training, education and the opportunity to join our national education team as an educator or design team.
- Brochures and specials.
- We provide POS materials as well as promotional items including gift with purchase, gift with treatments and deluxe sampling.
- Gratis and retail incentives for the staff, training, webinars, events, promotional materials, PWP and GWP.



- We have tester units, samples, merchandising guidelines, home care cards for the therapists to fill out, ongoing promotions and retail incentives. We do regular retail events and offer a selling with integrity presentation which helps to educate therapists on how to recommend home care.
- Depending on the needs of the spa, we may assist by coordinating in-spa events for retail customers, trainings for spa staff, providing marketing materials and samples, etc.
- We provide point-of-sale marketing material as well as updates on current press and celebrity outreach.
- Provide in-store collateral in support of marketing the brand image.
- Spa events to launch therapies, products and protocols and charity-affiliated and sport events.
- Sales attendance, introduce contests and shelf talkers.
- Promotional materials, articles and education.
- Design custom marketing materials for free. Provide POP displays, marketing materials, and event samples.
- We offer extensive marketing support for existing clients through a customer development team. Services include: one-on-one marketing consultations to identify target markets, strategic positioning and the ideal promotions to incorporate to maximize business success. We offer a full suite of marketing materials and seasonal promotional collateral as well as informational webinars/seminars to help educate our customers consistently.
- We send out promotions through Constant Contact and will soon integrate it onto our website.
- We provide in-house training for staff, provide promotional literature and retail displays with tester products.
- We have an in-house marketing program that assists customers with marketing collateral, displays, invitations, email blasts, etc. 2012 was a big year to strategize attaching retail to as many treatments as possible with our infusion strategy for spa partner locations. November is our BOGO Black Friday sale where we credit our partners the free product given away to guests.
- Newsletters, education, and samples.
- Training, protocols and sampling.
- Personal sales calls and tradeshow.
- We provide flyers to our accounts featuring our monthly promotions.
- Full marketing and merchandising calendar with seasonal promos and treatment focus. Strong GWP and PWP offers. Ongoing incentive programs and loyalty programs.
- We provide all the digital artwork necessary for a spa to create postcards or signage.
- POP, product suggestions, and spa uniforms (helps sell our clothing in the retail space if staff wears them).
- Marketing pieces, pop displays, handouts and newsletters.
- Vendor-driven events, support and POS marketing materials.
- Provide them with videos, photos and other marketing tools.
- We specialize in retail and marketing consulting for customers. We write a marketing and promotion plan for our customers to be successful.
- We have a variety of marketing materials that we put together. We work with them on any campaigns they may have. We will also provide training on our products prior to their promotions
- When they buy seasonal products we provide a shelf talker plus a free tester.
- We provide free graphic design service and will design brochures, menus, window clings, and displays. whatever our customer wants. We also provide shelf talkers and testers.
- Promotions offering discounts each month.
- We create a promotional calendar 12 months in advance and offer new products and seasonal offerings to keep the retail promotions fresh and relevant.



- Seasonal or monthly promotions or specials with discounts (i.e. 20 percent off) on either back bar or retail products, buy six get one free, or something similar.
- Our company sends marketing tools and materials, provides educational training, and discounts on orders placed at ISPA.
- Mobile websites, social mobile coupons, promotional items, health and wellness products and consulting/training on customer service.
- Sales assistant in spa.
- We supply the following: retail schematics, shelf talkers/product focus, holiday promotions, treatment specials to mirror retail focus and tester unit travel programs.
- We provide clients with clear Lucite frames with inserts to help highlight products and/or product reviews. We also offer samples that can be purchased for clients to give away to their clients. We also have a "local" sign for clients close to our home office/production center.
- We offer ISPA member benefit discounts, promotional planner, educational blog and emails, mailings, etc.
- Patient education brochures with samples attached and customized name and contact information.
- POS, DVDs and website support.

Respondents were asked to identify their company's most popular product or service offered in 2012 and include the specific details (i.e., 1-ounce honey lip balm from Honey Bee). Below is a sample of responses.

- 1/2 oz Organic Lip Remedy from Ambre Blends
- 1/4 oz lip treatment sold as Private Label (we are a PL line, not branded)
- 12 oz Whipped Body Creme - available in over 60 scents
- 16 oz Floridian Body Scrub from Terra Dolce
- 3.4 fl. oz. Neroli Water, a light hydrating mist from the bitter orange blossom
- 30 ml Rejuvenate Daily Serum
- Four-piece product regimen for anti-aging skin care
- 5.2 oz pre-sun lotion from Esthederm
- All natural 100 percent paraffin free tea light candles
- Argan oil from Kahina Giving Beauty
- Beauty Foods is introducing Nightly Beauty.
- Biofreeze colorless roll-on 3 oz
- Blossom Pods, a new and unique "Portable Essential Oil Diffuser" - .33 oz bottle.
- Body oil
- Correcting Multi-Vitamin Day Creme
- Dew pH Perfector, and our Geothermal Clay Cleanser, both are 4 fl. oz.
- FarmHouse Fresh 8.75 oz Whoopie! Cream Shea Butter Whip for body
- Hand-dyed shirts
- High potenC serum 18 ml/0.6 fl. oz. An essential element of any skin care program to replace necessary constituents of collagen, elastin and vascular protection.
- HydrFacial line and Daily Essentials take-home products, which are to be applied daily between treatments. These products are an extension of the HydraFacial treatment offering the same active ingredients. There are three kits.
- It Works-Ultimate Body Applicators



- LashFood, Nano-Peptide Natural Eyelash Conditioner - 5 ml
- Launched a brand new innovative product line SKINOVAGEPX
- Lemongrass Herbal Infusion Tea
- Medical aesthetics and services
- Mineral Foundation Primer - 1 oz from BeingTRUE
- Moisture intensive masque smoothie
- Our launch of Ballet Flats for retail have been very popular.
- Our Lip Rejuvenation Kit in chocolate is our most popular product for 2012. The Kit consists of a lip sugar scrub, a lip masque and a lip renewal cream.
- Our most popular product is the Herb Rich Balm. We launched a new size of it - 0.5 oz in February. It has been a hit. It is a lower price point than the larger size, plus it is perfect for the purse.
- Perfect Pigmentation
- Personalized packaging
- Pinks Boutique organic anti-aging serum
- Product - double serum and service: anti-aging facial
- Protective Primer Anti-aging Primer DIVA!
- Pure Fiji Orange Blossom treatment and retail
- Reishi Mushroom Collection: a collection of products designed to reduce inflammation and increase skin's immunity.
- REJUVENATE DAILY SERUM The next best thing to an Intraceuticals Treatment is a twice daily application of Rejuvenate Daily Serum.
- Retail eye patches
- Sahar two-way zipper jacket offered in four colors. Beautiful princess seam details and versatility.
- Shellac, OPI Gels
- Skin Authority's Wrinkle Reversing Serum
- Skin Savior Waterless Beauty Balm 3.5 oz jar
- Skin Tight Toning Serum and our Bootcamp for Butts and Bikini Bootcamp spa treatments
- Sport appointed protocols and our unique KENZEN-HYBRID Massage with therapeutic oils from Madagascar.
- Spray SPF 35 Pina Colada, Spray SPF 35 Citrus Mimosa, MineralFace Matte Tint SPF 30, MineralFace Matte Cucumber SPF 30, Classic Cucumber Face SPF 30, LipLux Original SPF 30 LipBalm, and Liplux Vanilla Peppermint SPF 15
- The ORB - a portable handheld skin care warmer
- Throws
- Vegan makeup brushes from Christopher Drummond Beauty
- Water resistant Sunscreen SPF 30 for children and adults, synthetic-free, light lavender and chamomile scent.
- We introduced a firmer pink/magenta colored bath mitt skin care product.
- Woman's Help Body Oil from Aromandina has been very popular. Most of our clients' guests are Baby Boomers going through menopause. This oil has been a great help to balance their mood and their bodies naturally.
- Women's yoga pants, specifically, the ones made with our proprietary fabric called Breathe Weave - Agility Pant, Kona Pant and Mobility Pant