



SNAPSHOT SURVEY RESULTS REPORT

Retail

JUNE 2016



Retail

ISPA Snapshot Survey | June 2016

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and 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 June Snapshot Survey requested information relating to retail sales and trends.

Retail sales are an important income source for members, with 38 percent of all spas reporting an average of 10 – 15 percent of total annual sales revenue stemming from retail sales. When comparing resort/hotel spas and day spas and their total spa revenue derived from retail sales, the numbers were quite similar, with 40 percent of resort/hotel spas falling within this range compared to 37 percent of day spas.

Over half (62 percent) of all spas reported they will introduce between one and three new retail product lines in 2016. When asked how many total vendors spas purchase products from for their retail area, 30 percent of all spas reported 11 – 15 vendors and 24 percent purchase products from 21 or more different vendors.

In regards to retail promotions, 35 percent of all spas introduce new promotions monthly, with 24 percent of all spas reporting introducing new promotions quarterly. When discussing incentives used to promote retail product sales in 2016, the most popular response for all spas (74 percent) was giving a free gift with purchase. Other popular responses included giving free product samples with a treatment/service, using email to promote a specific product and/or discount and providing a coupon or discount that can be applied toward a future purchase.

When asked to describe a successful strategy used to help move stale products off the shelves that haven't been selling, a sample of popular responses included bundling with other products, buy one get one free or at a discounted rate, holding sidewalk sales and employee appreciation events.

The largest group (44 percent) of ISPA resource partner members indicated that they plan to release between one and three products this year. Fifty percent of resource partner respondents reported having an annual retail product promotional schedule that is provided to their spa clients. When asked which months their company launched or plans to launch new products or services this year, September was overwhelmingly the most popular month (50 percent) followed by June (29 percent). Only three percent of resource partner members indicated they did not have any launches scheduled for 2016.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, June 17, 2016 to Friday, June 24, 2016. During this time, 290 ISPA members responded to the survey. The categories "all spas" and "ISPA Spa Members" referred to within this report include data from all spa respondents (day, resort/hotel, medical and destination spas).

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ISPA SPA MEMBERS

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

	ALL SPAS	DAY SPAS	RESORT/HOTEL SPAS
<5%	14%	8%	17%
5%–9.9%	27%	19%	30%
10%–14.9%	38%	37%	40%
15%–19.9%	9%	14%	7%
20%–25%	7%	12%	6%
>25%	5%	12%	2%

Approximately how many total NEW product lines will your spa introduce in 2016?

	ALL SPAS	DAY SPAS	RESORT/HOTEL SPAS
0	5%	6%	4%
1–3	62%	62%	62%
4–8	23%	21%	23%
9–15	8%	9%	7%
>16–20	3%	2%	3%

How many total vendors does your spa purchase products from for its retail area?

	ALL SPAS	DAY SPAS	RESORT/HOTEL SPAS
<10	27%	42%	24%
11–15	30%	25%	33%
16–20	19%	13%	19%
21–25	10%	9%	9%
26–30	7%	8%	7%
31–40	3%	0%	5%
>40	4%	4%	3%

Respondents were asked to identify their spa's highest selling retail product based on volume sold over the past 30 days. Below you will find a sample of responses provided.

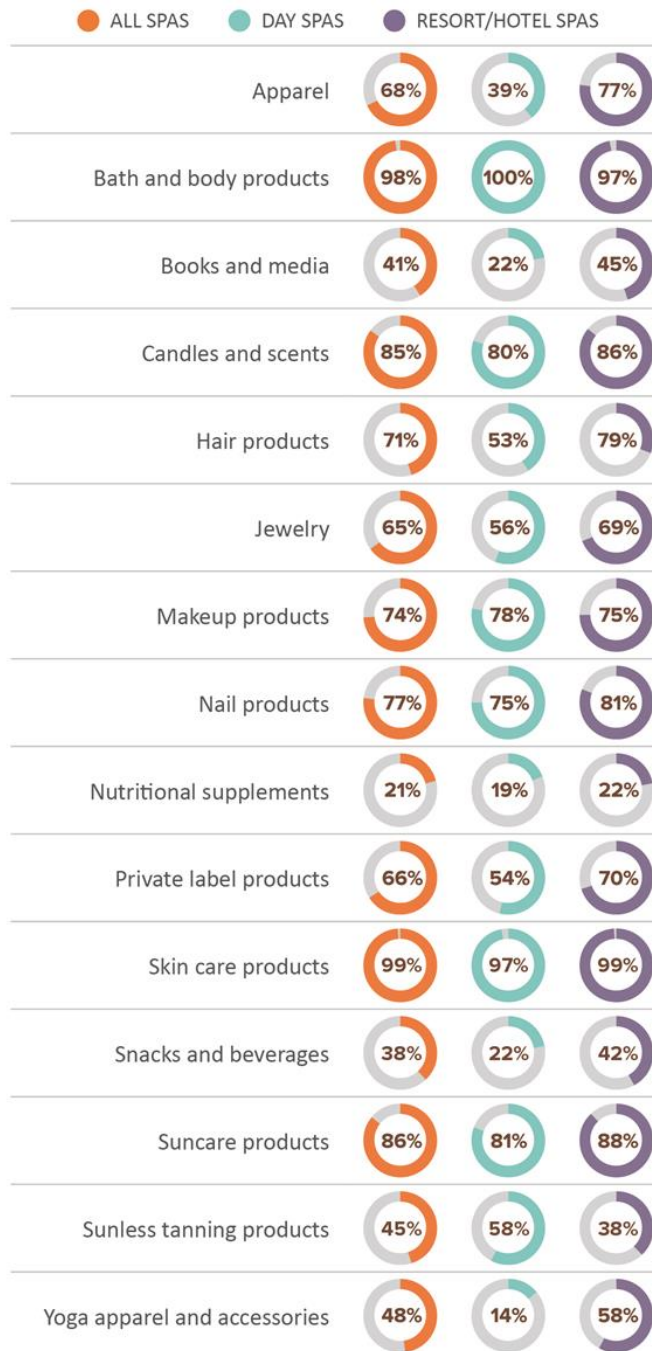
- 8 oz house blend shower product.
- After Party Eye Roll On.
- Alo women's fitness clothing.
- Amenity line products - lotion, shampoo, body wash, conditioner.
- Anne Cole ladies one piece bathing suit.
- Arcona Skin Care.
- Arcona Triad Pads.
- Aveda Control Force.
- BABOR HY-ÖL.
- BABOR Skin Avage C Cream.
- Biofreeze.
- Bioline facial product.
- Biologique R - P50W.
- Biologique Recherche.
- Body Bliss Trans-dermal Magnesium Gel.
- Clarins Skin Care.
- Clear Skin Cleanser from Éminence.
- Collagen Gel Facial Skincare.
- Colostrum Cream by Epicurean.
- Comfort Zone Eye Patches (sold individually).
- COOLA Cco-Lux 8oz Body SPF 30 Pina Colada Sunscreen Spray.
- Davines Strong Hairspray.
- Dermalogica.
- Dermalogica cleanser.
- doTerra Deep Blue rub - essential oil blend.
- East Village Spa/Eco Lips Lemonade Lip Balm.
- Elemis Instant Refreshing Gel.
- Elizabeth Arden PRO Triple Protection Sunscreen SPF 50 1.7 OZ.
- Elmline AHA exfoliant.
- Éminence Apricot Massage Oil.
- Éminence Artic Berry Illuminating Peel Kit.
- Éminence Organic Bamboo Firming Fluid.
- Éminence Organic facial products and Zents products.
- Éminence Organic Skin Care Line.
- Éminence Stone Crop Wash.
- Éminence/Clear Skin Mask.
- Éminence Lavender Eye Crème.
- Epicuren Afterbath.
- ESPA 24-Hour Replenishing Eye Moisturizer.
- EuroSpa Aromatics Eucalyptus Oil ShowerMist.
- Farmaesthetics.
- Farmaesthetics Nutrient Dense Oil.
- FarmHouse Fresh Gift Set.

- FarmHouse Fresh fizzy ball.
- Fine jewelry.
- Gara Danielle exclusively for The Now Jewelry.
- Glycelene's Femme de Rose Lip Remedy.
- GM Collins Advanced Repair Serum.
- Green caviar cream.
- Headache Essential oil roller.
- Hotel Logo T shirt.
- Hualani Pineapple & Passion Fruit Body Lotion (our own product).
- HydroPeptide Perfecting Gloss.
- HydroPeptide's Eye Authority Eye Cream.
- iS Clinical's Tri Active Exfoliant.
- jane iredale Balance Hydration Spray.
- jane iredale Smooth Affair Brightener.
- Kaplan MD Lip Care.
- Kerstein Florian Neroli Water.
- Kevin Murphy Hydrating Wash.
- Kevin Murphy Smooth Again.
- Lait Hydro Nettoyant from Phyt's.
- Lavender Eucalyptus ShowerSpa Mist, found at ISPA - European Spa Source.
- Lira Clinical Pro Lite Tx.
- Locally made soy candle in a recycled jar.
- Logo robe.
- Long necklace jewelry.
- Lucrece Revitalizer Lip Plump.
- Luzern facial serum.
- Meditation stones.
- Moroccanoil.
- Moroccanoil moisture shampoo.
- Mud Pie clothes and bags.
- Murad Skin Smoothing Polish.
- Naturopathica's Arnica Muscle & Joint Gel.
- Naturopathica's Arnica Oil.
- Naturopathica's Oat Facial Polish.
- NuFace Facial Toning Kit.
- o2 Restoring Cream from Vitelle labs.
- Obagi Medical C Clarifying Serum Normal to Dry.
- OPI nail polish.
- Our Herbal Relief is locally made, and is custom blended exclusively for our spa. It's an

- all natural topical analgesic for muscle and joint pain. We include the product with all of our therapeutic & medical massage treatments. We have several sizes.
- Our private label body lotion.
 - Our signature shower gel.
 - Private Label Amenity line items.
 - Private label body lotion.
 - Pure Fiji Milk and Honey Lotion.
 - Refissa Tretinoin Cream 0.05%.
 - Regenerating cleanser.
 - Revitalash.
 - RLP Core Essentials Body Lotion.
 - Rose calming face mist.
 - Saltability Himalayan salt stone massage products.
 - Signature Customized Essential Oil Blend with Cedarwood and Balsam 0.5 oz.
 - Signature Rosemary Mint Body Shower Gel.
 - Signtuare Coco Mango (amenity line).
 - Skin Authority Dramatic Eye Lift.
 - SkinCeuticals CE Ferulic.
 - SkinCeuticals Hydrating B5 Gel.
 - SkinCeuticals Physical Fusion UV Defense 50.
 - SkinCeuticals Skincare.
 - SkinCeuticals facial cleanser and moisturizers.
 - Smitten Bath Bombs.
 - Spa Ritual GOLD Polish Colors.
 - Suncoast Salts Body Scrub.
 - The Beauty of Hope soy candles.
 - The Umstead Signature line - Body Butter.
 - Tie: Aromaflage 8ml spray and COOLA Body Unscented Sport SPF 50.
 - ToGoSpa EYES are moisture packed collagen gel pads with Hyaluronic Acid, Vitamins C & E, Aloe and Amino Acids to replenish, rehydrate and rejuvenate your skin.
 - Trinity Pro NuFace.
 - Trish McEvoy high volume mascara.
 - V2 Universal Moisturizer.
 - Vitamin C Kit.
 - We create our own product line from Sabila Spa.

- White tea body lotion.
- Womens leisure wear.
- Yoga Balm.
- Z.O. Skin Health by Dr. Zein Obagi's Exfoliating Polish.
- Zent's concreta various scents.

The following identifies the percentage of spa member respondents whose spa currently offers at least one product within the respective retail category.



Please identify which of the following best describes your change in retail sales, if any, for the following product categories for the first half of 2016 compared to the same period in 2015.

ALL SPAS

	INCREASED	DECREASED	NO CHANGE
Apparel	64%	12%	24%
Bath and body products	44%	18%	39%
Books and media	33%	25%	42%
Candles and scents	36%	25%	39%
Hair products	40%	14%	45%
Jewelry	49%	13%	37%
Makeup products	33%	34%	32%
Nail products	33%	23%	44%
Nutritional supplements	36%	18%	46%
Private label products	46%	12%	42%
Skin care products	70%	13%	16%
Snacks and beverages	48%	8%	44%
Suncare products	45%	10%	45%
Sunless tanning products	31%	20%	49%
Yoga apparel and accessories	49%	14%	37%

DAY SPAS

	INCREASED	DECREASED	NO CHANGE
Apparel	50%	21%	29%
Bath and body products	43%	17%	40%
Books and media	50%	13%	38%
Candles and scents	46%	25%	29%
Hair products	47%	11%	42%
Jewelry	50%	25%	25%
Makeup products	43%	36%	21%
Nail products	33%	22%	44%
Nutritional supplements	43%	29%	29%
Private label products	42%	21%	37%
Skin care products	75%	14%	11%
Snacks and beverages	38%	25%	38%
Suncare products	59%	7%	34%
Sunless tanning products	38%	14%	48%
Yoga apparel and accessories	40%	20%	40%

RESORT/HOTEL SPAS

	INCREASED	DECREASED	NO CHANGE
Apparel	64%	12%	25%
Bath and body products	43%	18%	39%
Books and media	32%	27%	41%
Candles and scents	32%	23%	45%
Hair products	40%	14%	47%
Jewelry	48%	10%	43%
Makeup products	30%	33%	36%
Nail products	32%	24%	43%
Nutritional supplements	30%	15%	55%
Private label products	49%	10%	41%
Skin care products	66%	14%	20%
Snacks and beverages	47%	5%	47%
Suncare products	40%	12%	48%
Sunless tanning products	29%	26%	46%
Yoga apparel and accessories	45%	15%	40%

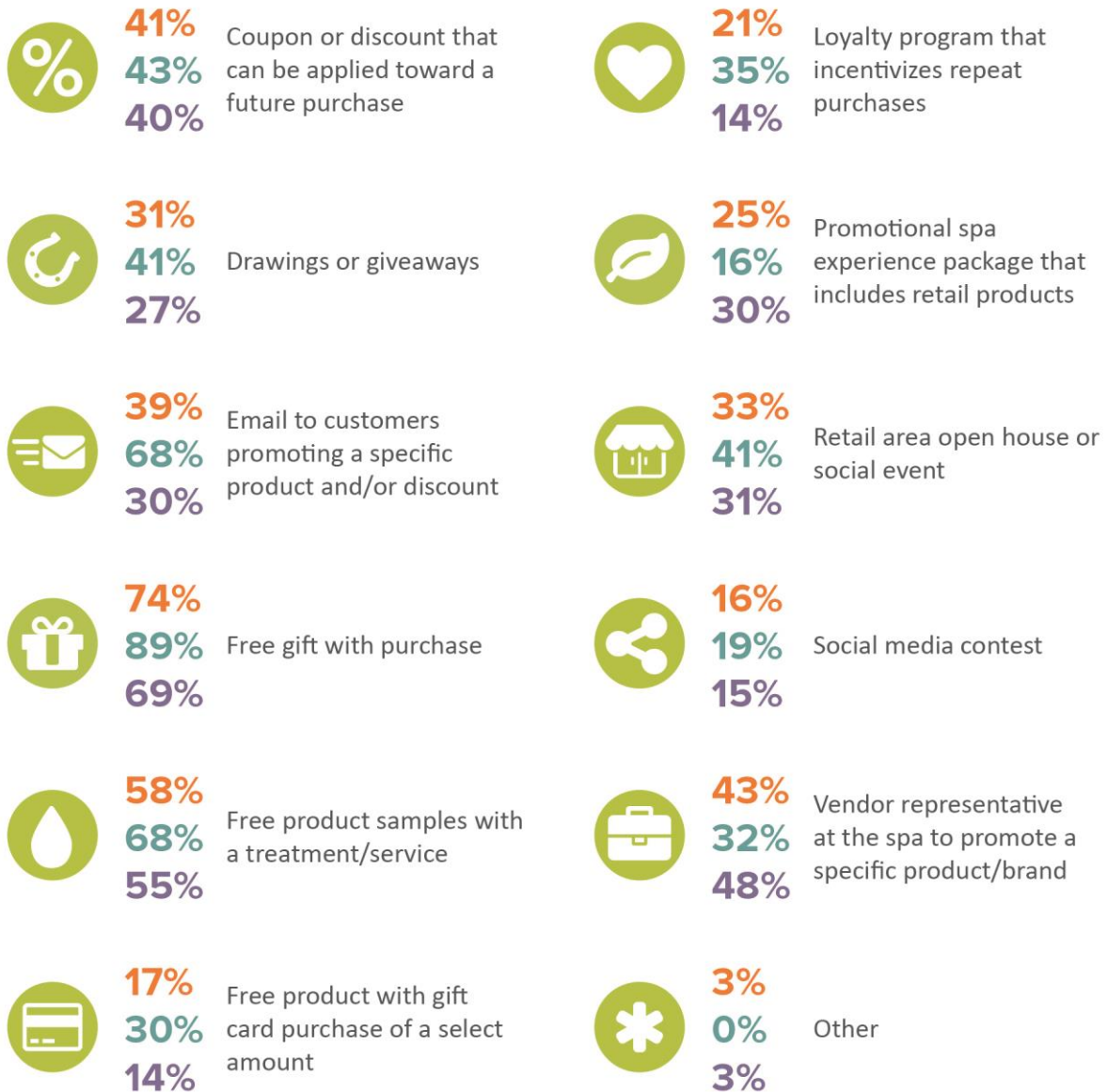
Respondents were asked to share details about any new retail products that have been flying off their shelves in 2016. Below you will find a sample of responses provided.

- 1818 Farms Bath & Body Products.
- Alterna Caviar Moisturizing Shampoo/Conditioner.
- Anatomie.
- Anything from the Éminence line. We just brought this line in and guests love it.
- Arcona Wine oil.
- Aroma diffusers & essential oils.
- Aromaflage-It smells great, contains essential oils-no deet and the awareness of mosquito spread viruses.
- BABOR - Collagen Booster Cream.
- BABOR products.
- Babyfoot and Feeling Smitten mini bath cupcakes.
- Biologique P50's.
- Biologique Recherche Serum Matriciel Visage.
- Body Bliss Trans-Dermal Magnesium Gel, this product is so great for our active environment to help people reduce soreness for another day of exercise. Supracore stimulate bath mitt, best new product we have offered for exfoliation, many of the June Jacobs skin care line products are hard to keep in stock.
- Bright Skin Targeted Treatment from Éminence.
- Carrying candles of variety of price points has really made a big impact on our retail turnover this year.
- Clear My Head Roll on because the massage therapist use it at the end of service and the guest love it.
- Collagen Eye Pads from ToGoSpa.
- COOLA.
- COOLA Eco-Lux 8oz Body Sunscreen Spray.
- COOLA, Sanitas.
- Daisy London Chakra's bracelet.
- DecoCandle - Sweet Mango.
- Dossage candles.
- Eco Tan sunless products and Supergoop sunscreen.
- Éminence's Strawberry Rhubarb Dermafoliant, great for every client, gentle exfoliator.
- Enhancement masks.
- EuroSpa Aromatics Eucalyptus Oil ShowerMist.
- Fantastic Finger Finger Ball.
- FarmHouse Fresh Sweet Cream Body Milk.
- Finchberry Soap.
- Jewelry.
- Kerstin Florian Multi-Vitamin Day Cream.
- Latisse.
- Locally designed custom bracelets at a price point of \$46.
- Lotus Wei elixirs.
- Makeup easer.
- Mala Mantra Beads, beads in general for meditating, accessorizing.
- Mud Pie.

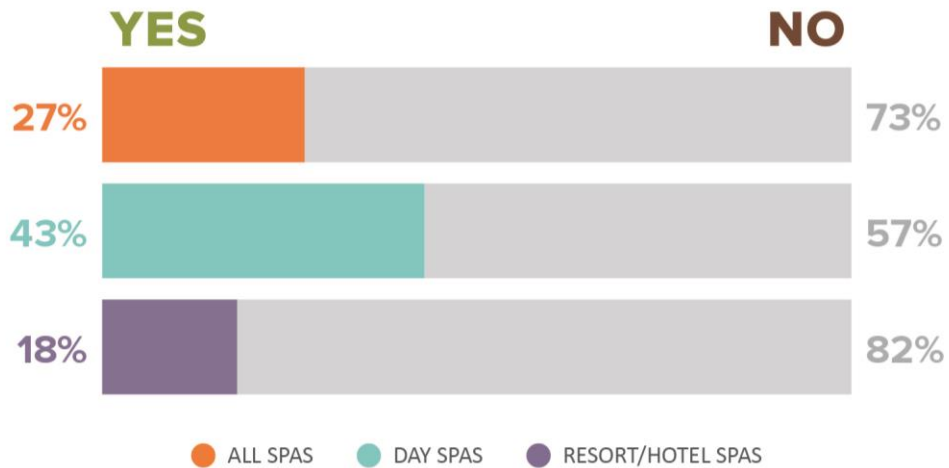
- Naked Princess.
- Naturopathica Arnica Gel.
- Not a new product but has always been a good seller...BKamins BB Cream.
- Our customized exclusively blended essential oil combinations that are created by a local company. Our Signature blend and matching candle are our highest seller. We are a remote destination and our guests want to take home a sensory memory of their experience.
- Our lavender products, i.e., eye and neck pillows, soaps, and gift items from Sonoma Lavender are very popular.
- Pino candles. Wonderful aromatherapy candle that turns into a body oil. 100% natural up to 100% organic. Also used as an enhancement in treatments.
- Pixie Mood Hand Bags.
- Smile Actives and SuperGoop Hand Cream.
- Smith & Cult Nail Lacquers.
- Still Moroccanoil Hair Products.
- Suncoast Salts.
- Teeki Leggings.
- Tiny Devotions Stack Bracelets -The Goddess Collection.
- TSpheres.
- UGG spa wear.
- Vilebrequin swimwear.
- We added Bumble & Bumble hair products in 2016 and they are selling great.
- We brought in HydroPeptide and it has been doing great for us.
- We have added the FarmHouse Fresh brand. Clients love it.
- We have blankets from Kashwere that are top sellers.
- Yoga Balm.
- YogaRX Apparel has been very popular in the last 60 days.
- Zents.
- ZO Skin Health Exfoliating Polish.
- Zoya nail polishes.

Which of the following incentives has your spa used in 2016 to promote retail product sales?

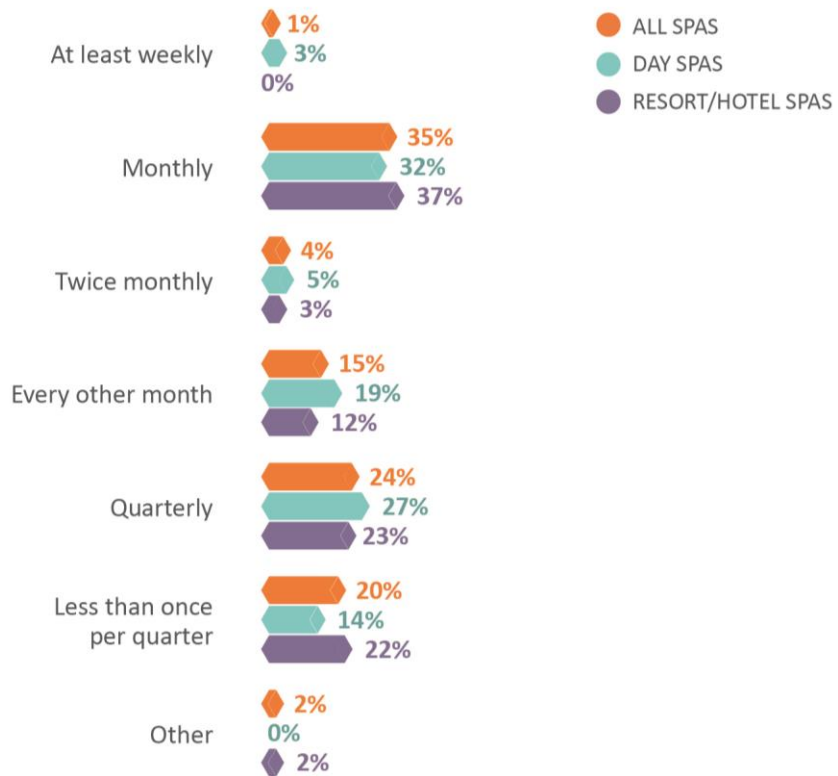
● ALL SPAS ● DAY SPAS ● RESORT/HOTEL SPAS



Does your spa sell retail products directly to consumers online?



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



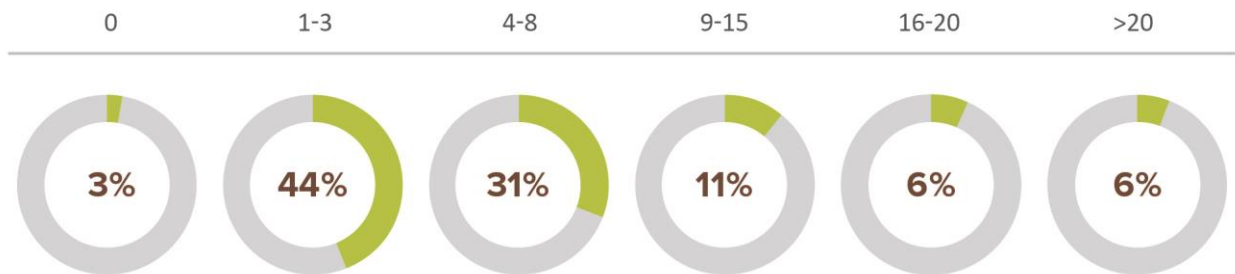
Please describe a successful strategy your spa has used to help move stale products off the shelves that haven't been selling.

- "Closeout Corner" where we move slower moving items or discontinued items at a lower price (around 20% off generally).
- 20 percent discounts if purchase products used in guest's treatments.
- 30 – 40 percent discount. Make a sale shelf of items that need to move.
- A sale. In the Fall we do Black Friday, in the summer, just a summer sale.
- Buy one get one half off and free product (specific item) - with purchase of two.
- Bundle into a gift basket.
- Bundling of products and discounting the bundle.
- Buy one and receive the second half price. Mix and match is fine.
- Buy one get one at a discount (discount depends on the amount in inventory).
- Buy three get one free with private label.
- Buy one, 50 percent off second item.
- Card that states the guest can redeem a free gift at the spa during their check in to the hotel. Drives traffic to the spa and increases guest exposure to retail boutique.
- Changing location of product and offering a discount.
- Combine retail product with a service.
- Cross Selling: If they bought a lotion, we gave them a facial cream sample. Most of them return to buy the facial cream because they had better results.
- Discount on retail when receiving a service.
- Discount table.
- Discounted prices and trunk shows.
- Employee Appreciation Event paired with HR event- sold \$1,000 retail value offering. Overstocked/discontinued items 30 percent off to at-cost pricing and payroll deducted. We have also empowered our associates to offer guests a 10 percent discount when they purchase multiple products.
- For us this comes down to merchandising and retail display. If any product is close to expiration we feature it in our employee sale (we do this two- three times per year).
- Grouping together...bath kits...body lotion combos...one item that is more desirable than the 'stale' so that the combo sells and moves out the discontinued product. Also, offering at deep discount when purchased with a service.
- Highlight the product in the spa lobby.
- If trying to simply clear the inventory and recoup cost, build the wholesale cost into a promotional treatment package offer with treatment and the retail product, promote the package with the items MSRP price and use the markup margin as a "discount" to the overall package to incentives those bookings.
- Include with a treatment / gift with purchase.
- Internal Colleague Sale at wholesale or slightly above to clear inventory & recoup cost if the item(s) will not be reordered and are simply trying to clear inventory.
- Markdowns advertised as a shop sale.
- Monthly Lobby Display theme based on season. Incentives for Front Desk, Therapist etc. We make it fun to sell. Everyone is tracked and rewarded—healthy competition. We also train on the "why" of every item that month that is part of the collection.

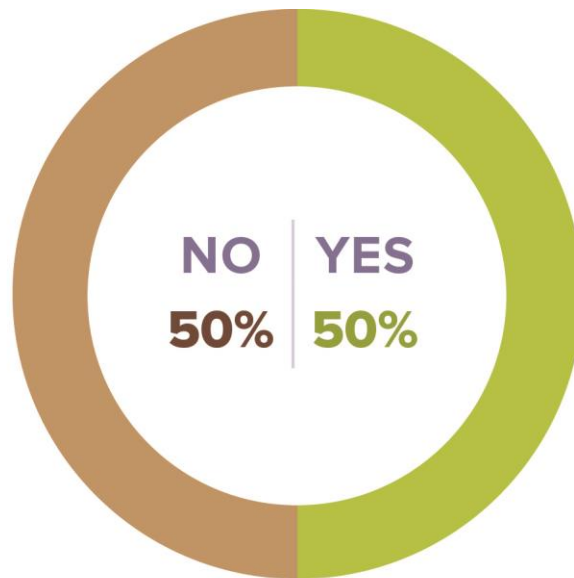
- Move them to the POS, rotate often.
- Offering a free gift with purchase.
- Once we have determined that something is stale we mark it down 25 percent. We haven't had trouble moving after it cycles down.
- Our once a year Anniversary Event is quite successful in moving retail products, as we discount products that have not been moving or pair them with hot sellers to promote multiple retail units. Often times we will offer stale, or discontinued items as a gift with service which seems to work very well.
- Our products are all natural and are less effective as they get older. Our supplier puts the stocking date on each container to keep track of old and new product, which our guests have come to depend on as the "freshness" date. She removes and replaces product she feels would not best represent her brand, so we never sell anything that is old or stale. Only carrying fresh, handmade products is part of our retail brand.
- Our property does not participate in discounting and promotions. We move our products by combining them with services/retail or offering them to staff at cost when we need them off the shelves.
- Phase product out altogether and offer significant discount to staff.
- Placement is important. We have found that if something isn't moving we move it to a more prominent spot in the boutique and it will usually bump sales. We also feature "Product of the Month" or will offer the products at a discount to staff so we don't have to have sale items on the floor.
- Products that are literally stale should be discarded. Products that are not selling can be used for gift bags for special guests or guests with birthdays, anniversaries, etc., or as a thank you when guests have booked several treatments.
- Putting a tester in the ladies locker room. Also, use a sale cart outside with a percentage off the sale price to move quickly.
- Reduce price. Offer gift with service.
- Resort has weekly member newsletters and monthly emails to database.
- Sale rack. Email sent out to our company for employees to purchase at a great rate.
- Sidewalk sale bi-annually.
- Spa events tied to retail (i.e. event costs \$50, includes mini service and \$25 coupon off retail if you spend \$75 or more).
- To promote skincare lines during seasonal lules, seasonal specials include a take home product (travel size) is included in the service for continued maintenance.
- Use in promos and feature as product of the month as well as using samples in the locker rooms.
- Using them for monthly specials.
- We marked stale products to 50 percent off and that seems to be an incentive.
- We offer them to our members and associates first and foremost at a higher discount. We create a seasonal special using those products and then pair purchase of the treatment with a special discount on those items. As a last resort we use them up in back bar or use them for promotional gifts for special gifts to guests celebrating something.
- We really work with our spa front desk team to provide more information about the products and have them talk it up on the retail floor.
- We started a discount basket which seems to be helping.
- We've done buy one get another at 50 percent off so as to not lose money on the transactions.

RESOURCE PARTNERS

How many total new products does your company plan to introduce in 2016?



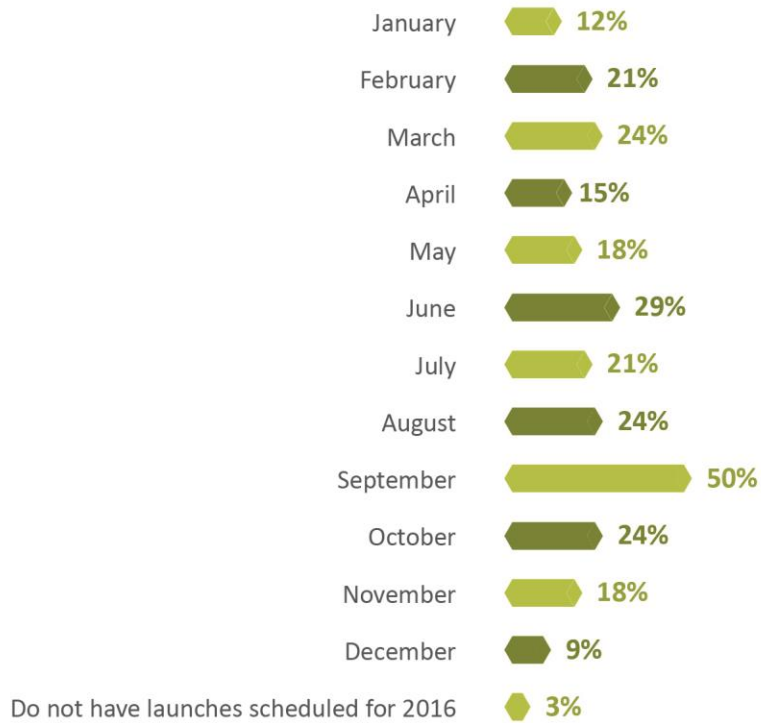
Does your company have an annual retail product promotional schedule that is provided to spa clients?



Please describe how your company assists spa clients with retail promotions and marketing.

- By providing marketing dollars.
- By sending personal emails.
- Jindilli provides a beautiful living edge display and sends through seasonal marketing cards for spas to freshen up their point of purchase. We also have a quarterly marketing calendar with incentives included to help push retail sales. Jindilli provides e-marketing materials for spas to share with their clients via email or social media and to include with in-room marketing.
- Regional Managers work with spa partners to plan out active marketing calendar. Calendar is comprehensive to include sales promotions, education and merchandising.
- Samples, testers, shelf talkers, product profile, training and events.
- Special launch offers including free collaterals, samples and travel sizes. PR and digital support on social media pages and website.
- Thalgo provides a very generous sampling and tester program along with monthly/seasonal promotions. We offer both retail and professional promotions such as Buy one, get one free or 50% off , and gift with purchase. Often times the spas needs are unique so we offer a personalized and customized approach to promotions and marketing based on their input and feedback. We also have an in-house graphic artist that will customize promotional materials (posters, flyers, images)and assist with menu development.
- Visual merchandising, launch promos, launch events, customer events, collateral, displays, samples.
- When we meet with them, we go over all the options that are available- sampling, training and incentives.
- We create custom marketing programs for all partners and design co-brandable ready to launch promotions on demand.
- We have a digital Spa School (www.saltearthspa.com/spa-school) that our spas can download merchandising materials, access training videos and learn how they can better sell and promote our products in their spa.
- We provide extensive marketing collateral for promoting our products in the spa. We also provide live training tailored to front desk, estheticians, massage therapists and management, teaching them how to use, talk about and sell our products.
- We provide promotional products and raffle items. In addition, we provide complimentary products to employees for familiarization.
- We provide seasonal promotions relating to back bar products that complement retail products.
- We provide signage and custom-design services when needed, as well as samples and door prizes.
- We provide start-to-finish, easy-to-implement quarterly promotions. We also do new product launch packages which include both the products and associated marketing materials for successfully launching any new products in the spa setting.
- We usually offer something around in November to gear up for Christmas. We also periodically introduce new products with specials. Or older products now in kits.

Please identify which of the following months your company has launched or plans to launch a new product or service in 2016?



Respondents were asked to identify their company's most popular product offered in 2016. Below you will find the responses provided.

- 8oz 100% Pure Eucalyptus Oil Showermist.
- Anti Bump Foaming Gel- to reduce ingrown hairs
- ELEMIS BIOTEC Skincare Range: A patented and scientifically proven system designed to increase cell energy, for optimum skin function. This pioneering skincare visibly re-energises the complexion and enhances skin health.
 - BIOTEC Skin Energising Cleanser 6.7 fl oz: This energising wash-off cleanser kick-starts the BIOTEC system, preparing the skin for optimum performance, creating a dynamic environment to activate the BIOTEC skin energising moisturisers.
 - BIOTEC Skin Energising Cream 1.0 fl oz: Scientifically proven to help increase cell energy, this day cream harnesses the patent-pending* BIO-ENERGY complex of encapsulated Zinc and Copper. Visibly improves the appearance of skin tone, leaving the complexion looking smooth, youthful and is clinically proven** to moisturise skin for 12 hours.
 - BIOTEC Skin Energising Night Cream 1.0 fl oz: Powered by the patent-pending BIO-ENERGY complex of encapsulated Zinc and Copper. The trio of acids, blended with a potent phyto-bioactive, helps support and maintain dynamic cell energy. Enriched with Calcium PCA to help boost night-time nourishment and skin vitality, the complexion appears smooth, energised and replenished upon waking.
- FarmHouse Fresh Agave Nectar Ageless Body Oil.
- Handmade vegetable glycerin soap and Sugar Whip.
- Instant Radiance Sun Defense - If you have dull, lifeless-looking skin seeking an immediate luminous glow, this tinted moisturizer with all-physical, broad-spectrum sun protection gives an instantly smooth and radiant complexion while preventing signs of aging from forming.
- Lime Blossom Body Scrub, 6.8 oz has been a huge hit along with our newly introduced Walkabout Foot Scrub - a beautiful macadamia oil based scrub combined with eucalyptus and tea tree essential oils.
- Microfiber Plush Lined Robes.
- Muscle Release Oil 100 ml--some key ingredients - boswelia, arnica, sweet birch, helichrysum, yarrow and devil's claw. Soothes and calms inflamed joints and muscles, Gently stimulates circulation to bring oxygen and nutrients and enhance healing. Beneficial after an injury (when inflammation and pain is present), for arthritic joints or after the results of a long workout.
- Our most popular products have been our M-Ceutic Peels for both professional and retail. We launched the M-Ceutic line in 2015 and had great results with existing spas and new clients. The M-Ceutic Peel addresses blemishes, irregularities and texture with Ascorbic acid, Salicylic acid and Malic acid ranging in percentages ranging from eight to 22.5 percent. Along with the professional treatment there is a seven day intense home care program as a follow up treatment. The M-Ceutic peel features two patents with Thalgo's Marine Mesolift and Neo-Skin.
- ProMoisture - -facial moisturizer.
- RESTORATION Rx Clinical Night Treatment Serums and SERIES SM - the first skin type and condition specific shave masks to be launched in the US.
- Salt of the Earth six oz Mineral Body Cream.
- Saltability Himalayan salt stones for massage, Saltability two lb pure Himalayan salt detox bath , Saltability Sole glass jar for a Himalayan salt drink.

- SpaRitual Yuzu Rose Limited Edition Collection.
- Super Restorative Serum, Lip Oils, Mission Perfection Serum - for discoloration and sun damage, Jolie Rouge - lipstick range, True Radiance foundation.
- Supracor's bathmitt for exfoliation, cleansing and blood flow stimulation.
- The Celluma PRO LED panel.
- Tingsha Bells: Tingshas bells are composed of two handmade bell metal cymbals that are used in meditation, healing, aura cleansing, Feng Shui, and more! When struck together they produce a clear high-pitched tone. The soothing rich sound of the tingsha awakens the spirit.
- Turquoise Sage Mountain Arnica Body Oil.
- White Tea Neck masks launched in April and the response has been amazing! It is our best product launch to date. In July/August we will be adding Coconut Lips to our product line as well.

Resource partner respondents were asked to share one piece of spa retail advice with their ISPA spa member peers. Below you will find a sample of responses provided.

- Build on a promo: if you are launching a product, have support collateral, visual merchandising, a launch deal, emp incentive to support the promo.
- Change your display quarterly. Group by color, then by brand, then by theme... repeat customers notice new assortments and the refresh says "these popular products are selling".
- Choose partners that will support you and help you elevate the business with marketing, education and consistent support. It will transform your bottom line.
- Creating a strong retail program takes a bit of effort. Rely on your resource partner to help you create a program that will work for your individual spa needs. Your success is important to us.
- Customers enjoy knowing that your spa has the latest and greatest in skincare! Whatever brings them in know that they are excited to know about and try new products recommended by their favorite spa.
- Do all your spa staff know what you sell?
- Have someone with training and experience set up your retail area.
- Just as you create an amazing experience in the treatment room, you need to create an experience in the retail area.
- Look at yourself as a retailer an not a spa to increase retail sales. Understand how retail stores work and implement retail strategies and incentives in partnership with your vendor.
- Make sure you have retail complements for your back bar services so spas can fully realize the sales potential from each purchase.
- Make your spa retail area engaging. You have the attention of a customer; do something to keep ithat customer engaged and they will buy.
- Most people that work in spa retail areas are not totally comfortable with selling. They require training often and motivation since retail is usually not their primary job. I would recommend spas invest in a retail only person that would focus only on that area and they would see an enormous increase to their business.
- Never be afraid to pay good commissions.....means the sales people are being successful.
- Retail management is the single most important component that determines your profitability. Well managed retail is sure way to transform your business. It takes skill, time and effort to do it right.

- Spend time to curate displays which draw people in. Keep POS marketing materials visual/image driven with minimal text. People are bombarded by messaging today. Keep Unique Selling Propositions short, crisp and to the point.
- Target your retail products for the services that you offer. For example, if you are a wax bar, offer retail products that help your customer achieve the best wax through proper at home care.
- Think about how it looks on the shelves and how it will ship to customers.
- Train employees.
- Train, measure and reward. Train your entire staff on product knowledge. Often time front desk and retail staff do not have the tools or professional knowledge to answer questions when the client is making their purchase decision. Include them on all trainings. Measure how your team is doing and provide the goals and feedback on a regular basis. And Finally ask your product partners to assist in rewarding your staff on selling. Thalgo can provide great product incentives for assisting with sales.
- Tune into your client. Find out about them as an individual, their lifestyle, concerns and routine – be the solution. Make sure you know about the product you offer, educate yourself on a few key ingredients to share with your guest. And never sell to yourself, you never know who you are working with based on outside appearances of pre-conceived notions.
- Understand the science behind the product and master the effective communications of that to their clients. Don't assume that clients don't want to understand the science or won't understand it. Explaining the science build credibility and demonstrate expertise.
- You are only doing justice to your guests by offering them product to take their spa experience home with them.