



SNAPSHOT SURVEY RESULTS REPORT

Retail

MAY 2018





Retail Survey Results

ISPA Snapshot Survey | May 2018

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and helps 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 2018 Snapshot Survey inquired about retail sales, from both the spa and resource partner perspectives.

If there is any question as to if spas are still selling retail, let it be known that all spa respondents to this month's survey, 100 percent, are selling retail products. Furthermore, 86 percent of all spa respondents derive between five and 25 percent of their total spa revenue from retail sales. Day spa respondents bring in a slightly higher percentage of revenue from retail, with 72 percent deriving between ten and 25 percent from it, compared to 50 percent of resort and hotel spa respondents for the same segment.

Most spa respondents, 57 percent, plan to introduce between one and three new product lines in 2018. On the resource partner side, just 35 percent of respondents plan to introduce that many new products in 2018.

Retail categories on the rise in the first half of 2018 compared to the same period in 2017 include apparel, with 40 percent of spa respondents reporting an increase, bath and body products at 54 percent of spa respondents, jewelry at 49 percent, skin care products at 69 percent, and sun care products at 35 percent.

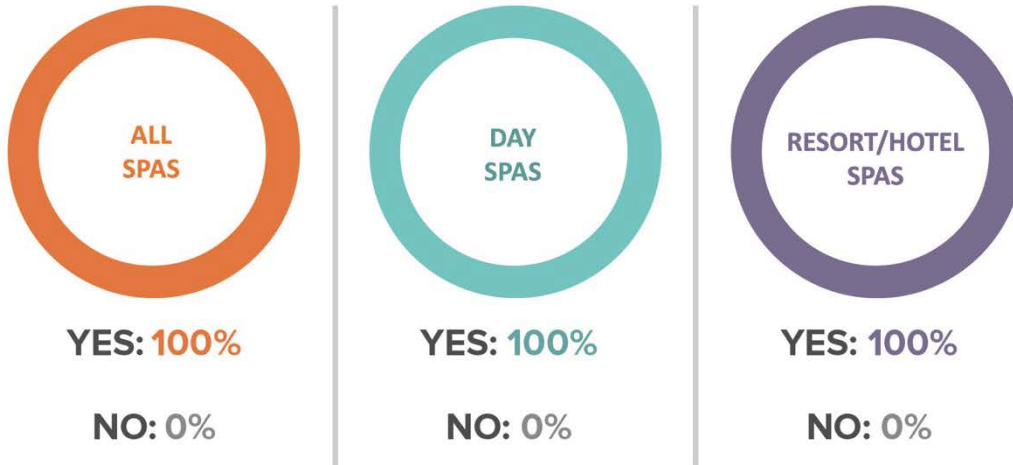
Popular retail products as reported by spa respondents for 2018 thus far include Dr. Dennis Gross products, the Eminence Mangosteen Cleanser, Mala and Mantra jewelry, and Pure Fiji. More products are included in the full report, where respondents also included their company's ways to assist spa clients with retail promotions, how spas introduce new product lines, and more.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, May 18, 2018 to Friday, May 25, 2018. During this time, 212 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).

DISCLAIMER: *This document contains proprietary information of the International SPA Association. For permission to reproduce any material contained in this publication, please call ISPA at 1.859.226.4326. If consent is granted, attribution to ISPA and other sources specified in the document should be made.*

ISPA SPA MEMBERS

Does your spa sell retail products?



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

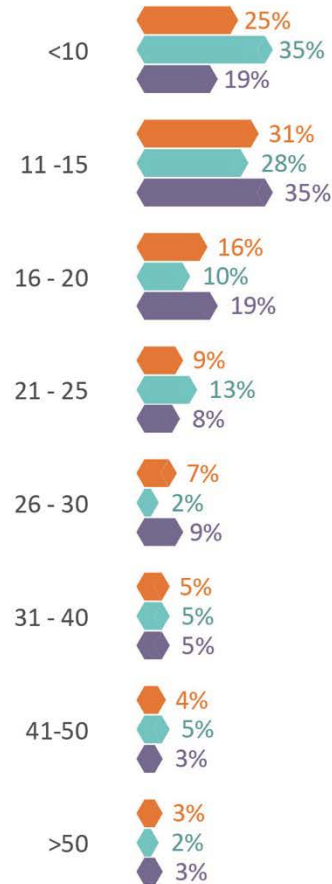
	ALL SPAS	DAY SPAS	RESORT/HOTEL SPAS
<5%	9%	10%	8%
5%–9.9%	28%	15%	36%
10%–14.9%	28%	28%	27%
15%–19.9%	21%	26%	19%
20%–25%	9%	18%	4%
>25%	5%	3%	7%

Approximately how many total NEW product lines will your spa introduce in 2018?









	ALL SPAS	DAY SPAS	RESORT/HOTEL SPAS
0	3%	5%	3%
1-3	57%	58%	51%
4-8	32%	28%	39%
9-15	7%	7%	7%
16-20	0%	0%	0%
>20	0%	2%	0%

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








● ALL SPAS
 ● DAY SPAS
 ● RESORT/HOTEL SPAS



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 2018 compared to the same period in 2017.

	INCREASED	DECREASED	NO CHANGE	DO NOT OFFER
 APPAREL	40%	6%	14%	40%
	22%	3%	8%	67%
	53%	8%	11%	28%
 BATH AND BODY PRODUCTS	54%	10%	34%	2%
	56%	11%	31%	3%
	56%	9%	34%	1%
 BOOKS AND MEDIA	13%	8%	19%	60%
	14%	3%	11%	71%
	14%	7%	21%	58%
 CANDLES AND SCENTS	37%	12%	37%	14%
	44%	11%	31%	14%
	38%	11%	37%	14%
 HAIR PRODUCTS	37%	8%	26%	29%
	36%	8%	14%	42%
	41%	7%	31%	21%
 JEWELRY	49%	10%	13%	28%
	36%	14%	11%	39%
	56%	8%	15%	21%
 MAKEUP PRODUCTS	24%	15%	25%	35%
	36%	17%	22%	25%
	21%	16%	25%	38%
 NAIL PRODUCTS	15%	13%	40%	32%
	22%	14%	33%	31%
	11%	16%	45%	28%

● ALL SPAS ● DAY SPAS ● RESORT/HOTEL SPAS

	INCREASED	DECREASED	NO CHANGE	DO NOT OFFER
 NUTRITIONAL SUPPLEMENTS	14%	3%	5%	78%
	12%	3%	9%	77%
	14%	4%	3%	79%
 PRIVATE LABEL PRODUCTS	24%	7%	19%	51%
	14%	9%	20%	57%
	27%	7%	17%	49%
 SKIN CARE PRODUCTS	69%	12%	17%	1%
	81%	8%	8%	3%
	65%	14%	21%	0%
 SNACKS AND BEVERAGES	21%	2%	16%	61%
	17%	0%	26%	57%
	24%	1%	11%	63%
 SUNCARE PRODUCTS	35%	5%	49%	11%
	43%	9%	34%	14%
	32%	4%	54%	10%
 SUNLESS TANNING PRODUCTS	13%	5%	30%	51%
	19%	8%	25%	47%
	13%	3%	32%	52%
 YOGA APPAREL AND ACCESSORIES	22%	3%	14%	61%
	11%	0%	9%	80%
	27%	6%	14%	54%

● ALL SPAS
 ● DAY SPAS
 ● RESORT/HOTEL SPAS

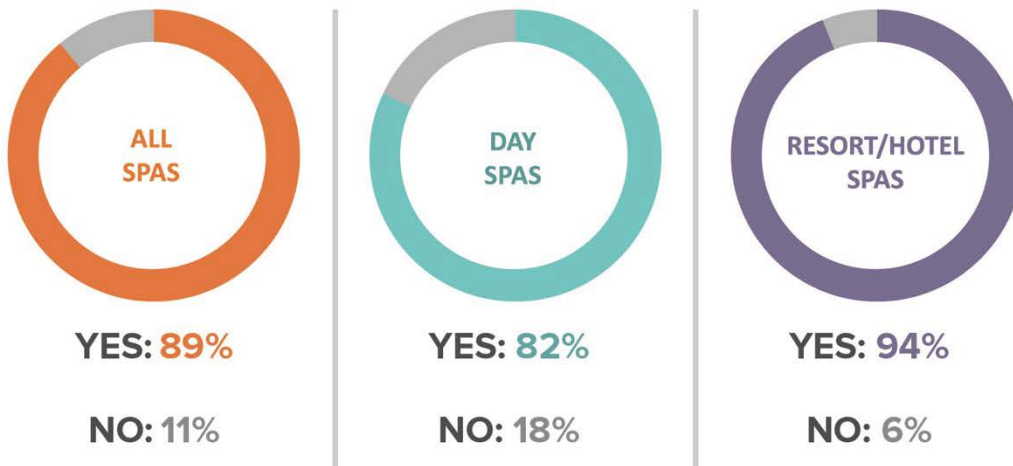
Does your spa have a new retail product that has been flying off the shelves in 2018? If so, please share the details about your spa's hottest retail product. A sampling of responses can be found below.

- Apparel, high end travel bags and totes, fine jewelry, Ugg's.
- Beekman products, especially the facial wipes.
- Beyond Yoga clothing!
- Body Care Travel Kits
- Boutique clothing
- C E Ferulic by SkinCeuticals.
- CBD oil and Intensive Cream by CBD Daily. Cuccio Seven Second Top coat.
- Cellecle
- Circle Circle Necklaces
- Comfort Zone and Paddywax Candles. Cannot keep them on the shelves.
- Coola's sunless tanning collection has been a huge hit with our members. It's a local brand, effective and all-natural.
- Doing well with Maika, Telewise, Lululemon, eurospa.
- Dr. Gross products. (2)
- Eberjey night gowns.
- Elemis Instant Refreshing Gel
- Eminence Mangosteen Cleanser and Concentrate also Farmhouse Fresh Body Oils.
- Eminence Skin Care
- Expanded Coola line, locally sourced personal care products from Moon Valley Organics, Eminence Mangosteen Cleanser.
- Facial oils & organic skincare.
- Farmhouse Fresh & NuFace are doing very well. I find that it's all about what the providers and front desk staff love. If they love the products they will move.
- GrandeLash products have been killer POS items. CBD pain relief creams have been more popular than expected despite the high price point.
- Greeting Cards
- HERBIVORE and Little Barn
- HINT sunscreens, NuFace devices, Patchology sheet masks.
- It really depends on the season. During the winter we did a lot of apparel, hand creams, bath soaks and body oils. During the summer we do really well with body lotions, sunscreen, chopstick and apparel
- Jewelry
- Knesko facial masks
- Kopari and Coola BB cream
- Mae Mae Jewelry, Melis Accessories, Mixology Roll-On Perfume
- Mala and Mantra articles.
- Mala and mantra jewelry, customer robes by Boca Terry and swimsuits by Sperry.
- Mangosteen Collection from Eminence. Can't keep it on the shelf!
- Micro Exfoliating Honey Cleanser and Vitamin C are both Circadia's most popular retail products.
- Moisturizer, sunscreen, cbd oil, diffusers.
- Natural Sun Defense - lotion & minerals
- NuFace

- Our new product lines, UMA and [comfort zone] are doing VERY well. For the non-spa specific products, Travis Matthew does incredibly well for logo-wear and L-Space flies for swimwear.
- Our signature line bath and body care products.
- Patchology has become a quick retail sale item at our spa. Body Bliss Blend Bar products are very popular now that the guest can choose different types of outlooks to achieve a personalize scent. Seeing a drive for more personalized products and items.
- Pure Fiji (2)
- RAD rollers
- RAD tools - we have amazing support and education from RAD. The packaging is clean, and the product often sells itself.
- Robes have been flying off our shelves this year. Also, although at a smaller price point, the Ambre Blends products and Sonoma Lavender products are selling like crazy.
- Schmidt's deodorants. We are an Aveda Lifestyle salon and spa; our customers are looking for natural and organic based deodorant and this line fits the bill. Our guests especially like the travel sized of these products to try them out. The beautiful packaging and essential oil label blends well with our other offerings.
- Sheet masks, of course! And essential oils/aromatherapy.
- Skinade
- Skinmedica HA5 is always a best seller.
- Soap bars, foot care products, massage oils
- Summer apparel
- Supracor facial scrubber.
- Sustain Company: Recycled Sari Robe. These robes are made by Fair Trade Artisans in local villages in India.
- Sycamore logo'd Rubber Spa Duck with a towel wrapped around its head and a green facial mask on its face; Sycamore logo'd Stemless Wine Glass; Power Bracelet; Sycamore coasters; Archipelago Candles; Good Karma Candles.
- This year we have had a terrible "Red Tide" so Aromatherapy Associates, Breath essential oil has been a big seller. Clothing and Jewelry is always on top.
- Turmeric extract from a local vendor.
- Vita Liberata, Eminence.
- VitaJuwel
- VOYA product line
- Waxing Kara honey products.
- We are doing beautiful decorative sage bundles that are a big hit.
- We brought in Eminence Organics in 2017 and their skin care products have been flying off our shelves ever since. (2)
- We have carried Image Skincare for the last three years and we can't keep it on the shelves.
- We have increased our apparel offering to include brands like Entro and Freeloader and have done very well. Our bestselling lines continue to be UGG, Moroccanoil, and Phytomer.
- We've seen a big upswing in clients purchasing oil-based or pure-oil cleansers
- Wrap-up wraps and robes.
- Yoga Balm, NuFACE, Spoonk
- Yoga Balm.

- ZENTS Bath Truffle. We can't keep enough of these in stock. They are the best grab-and-go item we have. These deliciously softening shea butter bath fizzies help restore supple, smooth, youthful skin. Our guest rooms have beautiful soaking tubs that guests can use these in.
- ZENTS lotion. Back to basics with a hot-selling lotion, but this lotion is anything but basic. Guests and staff love this stuff, worried that my sales rep will start wondering if I have an empty well here in the spa.

Does your spa train therapists to provide guests with a list of products used during a treatment at the end of their service?



Which of the following incentives has your spa used in 2018 to promote retail product sales?
Respondents were asked to select all that apply.

RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS
Coupon or discount that can be applied toward a future purchase	37%	40%	35%
Drawings or giveaways	36%	37%	35%
Email to customers promoting a specific product and/or discount	46%	51%	42%
Free gift with purchase	76%	66%	83%
Free product samples with a treatment/ service	66%	49%	73%
Free product with gift card purchase of a select amount	26%	20%	26%
Loyalty program that incentivizes repeat purchases	23%	31%	15%
Promotional spa experience package that includes retail products	27%	11%	35%
Retail area open house or social event	54%	60%	53%
Social media contest	30%	43%	21%
Vendor representative at the spa to promote a specific product/brand	56%	46%	64%
Other	5%	6%	5%

Does your spa sell retail products directly to consumers online?



YES: 22%

NO: 78%



YES: 40%

NO: 60%

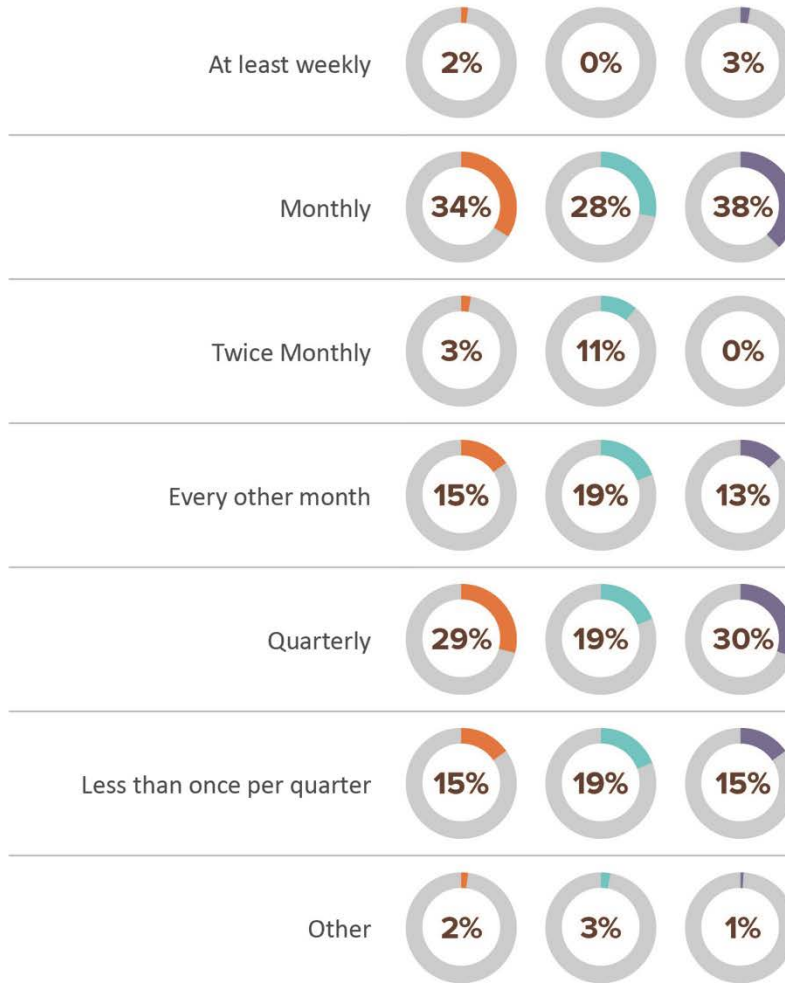


YES: 11%

NO: 89%

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

● ALL SPAS ● DAY SPAS ● RESORT/HOTEL SPAS



Please describe a successful strategy your spa has used to introduce a new retail product or brand to its customers. A selection of responses can be found below.

- Being an Aveda Lifestyle salon, we follow the schematics and displays and focus on the samples that are offered as well. We increase the mins/max quantities for these focused items during the promotional time. As long as Aveda has trial/sample sizes that are offered during the promotion, it flies off the shelf, and helps with the repurchase.
- Cocktail events
- Creating eye-catching displays.
- Displays in spa retail boutique area, announce new products in email newsletters, add new retail offerings into professional services.
- Education is the heart of Circadia's sales. It is our belief that by educating our inside team, we can better educate the outside sales to increase retail sales and services.
- Email blasts and social media. (2)
- Events that focus on retail.
- Facebook Launch, Vendor Rep social event to introduce services, and monthly specialized service to promote.
- Gift with purchase. (5)
- Have 12 hair stations and that makes it easy to post events and introduce new products.
- Have the associates sample the product first.
- Highlight new treatment with newly introduced products and focus promo efforts on the product launch.
- I tend to get spa receptionists involved in selecting items.
- I'm working on a private label brand which we will also offer as an amenity that can be ordered through front desk or given away for VIP's. We'll also stock it for our locker room soaps, lotions etc.
- Immediately post training so the information is fresh for everyone, and the buzz is high. We have the vendor host an event in Club. This includes GWP, incentives on pre-booking treatments, mini-treatments, and complementary cocktails. We set incentives for the Spa therapists on both booking and retail sales.
- In spa events with demos and giveaways.
- Incentives for the staff.
- Instagram- social media. Partnering with the company and creating a retail display in house. Using the right hashtags to get seen across social media.
- Launch Events
- Online promotion.
- Our Customers are very unique. We are a private club as well as a Full-Service Spa to our hotel guests. We send out a monthly newsletter to the Members and have seasonal promotions on therapies that highlight a specific product line.
- Our guests always appreciate a meet and greet with the designer or creator and we have found that when we do an event with sparkling wine we always have a great day of sales when the creator of a brand is there to talk about their line.
- Purchase 1 or 2 and get one 1/2 or free; have a service get a free or percentage off product.
- Sale into the cabin as an upgrade option applying the product, extending the length of treatment "for free."
- Schedule certain service that you are promoting and receive the NEW product at a discount!

- Since we're relatively new (open less than a year), we're still getting the hang of this. We've had decent luck conducting a "Wow!" Brow Event where guests pay \$25 to reserve their spots then they come in to get their brows shaped and filled with all Chella products. Then when they leave, the \$25 can be used towards purchasing any Chella products.
- Social events for members or locals. Promoted via Facebook posting or member newsletter. Open house to introduce the spa to locals. So many locals still think a resort/hotel spa is only for hotel guests.
- Social media marketing and local business bureaus
- Spa garden party.
- Spa Soirees, we offer champagne, appetizers, and mini services using the products we want to promote, guests receive and discount on those specific products purchased that evening.
- Staff samples products during service and then is required to set product out and tell guest about it at check out.
- Training, training, training. (2)
- Trunk shows or in store events with the rep. (2)
- Using within the treatments.
- VitaJuwel dispenser is in the hotel lobby with a sign about spa retail products.
- We do a lot of mini events featuring the items we carry back of house as well as in retail. Mini facials, mini massages, etc.
- We have been including products such as skin care into a package with a service as a way of introducing guests to products. It's been very successful! We also invite our top spenders to events with complimentary champagne and hors d'oeuvres with a company rep/expert in attendance. Guests love the invitation only and VIP treatment!
- We like to introduce a new line with an event.
- We offer a special event on a day that we are closed, like Mondays. The client can experience a "mini" treatment for a small fee. Then the fee is bounced back to them in a retail purchase for that brand. The service winds up being free, and we have a huge retail event anytime we do this.
- We provide samples and education to staff and then do social media and email blasts to inform customers of the new items.
- We typically use the newsletter, social media and guest services or therapist educates the guest.
- We usually do an event with either a service tied to the new product or a demo.
- We usually try to feature a new product with an attractive, highly visible display and hold a training for staff.
- We will create experiential events that focus on mini services and offer the ticket price as a credit towards the purchase of product. Then our guests come in get to have a mini treatment and typically end up buying a substantial amount of product. We also offer appetizers and champagne to make the experience special. Our Spa is lucky because we are a part of a large resort and Casino, so we are able to leverage our Casino Host/VIP team to identify top players to invite to these events. It also benefits the casino team because it drives the perceived value of being a high-level player here.
- Weekly spa communication is sent out to our membership with a snapshot of the week's appointment availability. The topic attached to this is geared toward either upcoming spa events, wellness topics, spa promotions and featured retail collections/lines. Social media awareness of spa promotions and what's new at the spa have also worked for us. We are a private facility and are not open to the public so keeping members involved is an on-going challenge.
- When we have a new product line to introduce, we host a launch event where we can have guests sample the products and have giveaways and gifts with purchase. We also will promote retail by discounting items of

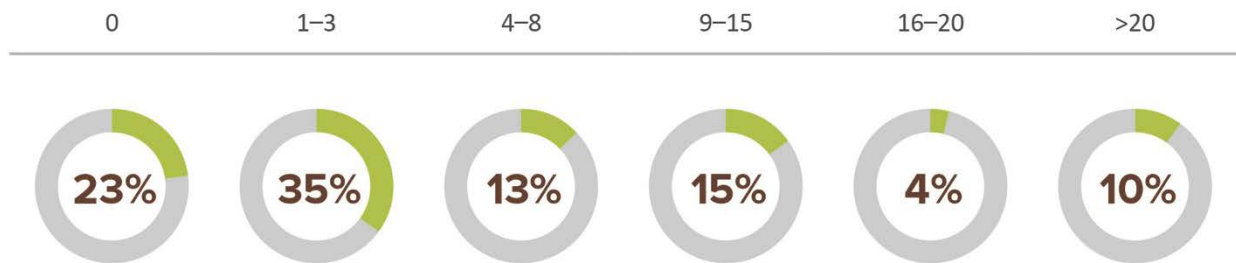


the brand with purchase of the service or treatment that uses it. Also, it is always super helpful to make sure the staff is well trained on the products before they go on the shelf by conducting a product knowledge training. We also introduce an employee incentive to help move the product.

- When we release a new product we have POP, e-mails, social media and in-house education to release the product. A large investment goes into the release and education of our employees as well along with gifting to our employees and in many releases, we gift our VIP clients for them to be able to try first and feel special.

ISPA RESOURCE PARTNERS

How many total new products does your company plan to introduce in 2018?

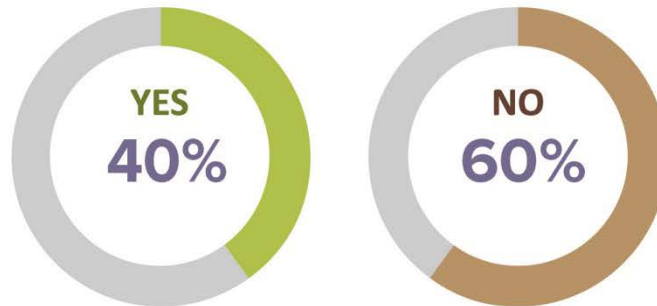


If your company has a new product or service that you would like for spa members to know about, please provide a link(s) to that specific product or service below. *A sampling of responses can be found below.*

- All UPF 50+ sun wear products available on our website are also available to our dealers. New resort-specific styles for 2019 are available starting October 2018. uvskinz.com
- columbiaprobiotics.com
- eurospa-aromatics.squarespace.com/shop/teatree-eucalyptus-showermist-2oz
- Gigartina Therapy Bath - a mineralizing detox soak for professional use and retail.
- lelarc.com
- New professionals only website: taraspathery.com
- phytomerusa.com/youth/10446-initialjeunesse50ml.html phytomerusa.com/contouring/10449-celluli-night-coach-.html
- radroller.com/products/rad-axle, <https://www.radroller.com/products/recovery-rounds>
- Skin Editor, Collagen Rehab, Radiance Rescue, Collagen Rehab Facial, Radiance Rescue Facial pro.bioelements.com/new-launches
- sothys-usa.com/pages/specialty_concern_night_care.html
- szepelet.com/products/aha-night-cream/
- Tea Tree Infused Eucalyptus ShowerMist - bit.ly/2H9t1HT - A special blend developed with skateboard pro and eucalyptus enthusiast Greg Lutzka! Enjoy the therapeutic benefits of our 100% pure EuroSpa Aromatics Eucalyptus Oil infused with natural tea tree oil for a clarifying and purifying aromatherapy experience in the privacy of your shower.
- timereverse.com and coming soon, online learning at tanyachernova.com
- We are planning to introduce 2 cleansers (prebiotic & probiotic) and a toner.
- We have launched a new brand in March 2018 called /skin regimen/. Created for the urban dweller that lives a multi-hyphenate lifestyle, reflected graphically in the logo slashes, /skin regimen/ is clinically proven to reduce the effects of stress and lifestyle aging on both skin and mind. skinregimen.com
- We have not launched the new products yet so there is no direct link. However, the spa members can periodically check dazzledry.com for the announcements.

- youtube.com/watch?v=JhT0tB5urgE
- youtube.com/watch?v=OBsBFXOLIGc (Intense Refresh Facial Protocol), shop.hydropeptide.com/nimni-day-cream-1-oz/ (Nimni Day Cream), shop.hydropeptide.com/polypeptide-collagel-mask-for-eyes/ (Hydrogel Eye Mask), shop.hydropeptide.com/nourishing-glow/ (New this summer Body Oil)

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



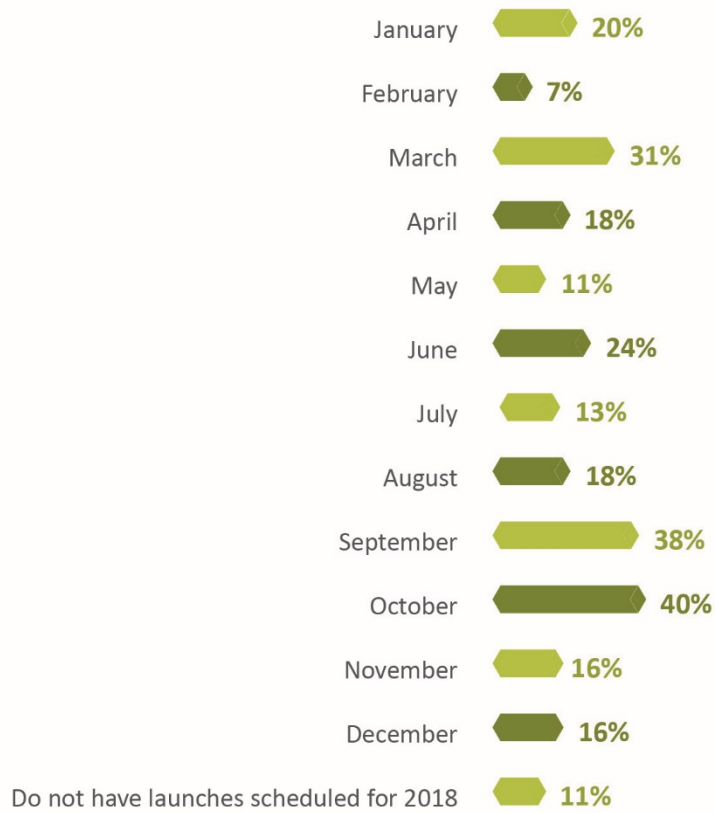
Please describe how your company assists spa clients with retail promotions and marketing. *A sampling of responses can be found below.*

- At le larc, we provide all imagery and marketing materials for display and customer education. We can also do in-store pop-ups to aid in sales and product introductions.
- Developing promotional calendars, events, working with vendors on providing gifts, materials and discounts on certain event products, adding a promoted product to a service for a period of time.
- Each spa is given a personalized and customized marketing/promotional plan as well as social media tools and schedules.
- New Account Orientation + Training Program: onboarding consultation between our educator and the new account to get them acclimated with our resources and how to use all of our educational resources. Trade show education + demonstrations. Advanced esthetic webinars. How-to and step-by-step videos. Built-in, high-impact promotions that come bundles with samples, testers, GWPs, brochures, technical guides and point-of-sale signage. Expert articles in trade publications. EducationPlus™ advanced esthetics library. Informative digital newsletters. In-Spa private classes (for qualifying accounts). Social Media Toolkits: includes images our accounts can use to promote services and new products via social media as well as campaig #'s and talking points. On-Location events.
- Ongoing training and certification, co-branded public relations and advertising activities, samples, collateral and merchandising, events.
- Point of sale materials, promotions, gift sets, gifts with purchase, other marketing and social media materials, education.
- Product focus campaign focusing monthly on one specific product.
- Retail area layout and design. Selecting products that meet demographic and brand of property. Coordinating retail product knowledge education. Advising on new promotions.
- Run discount with our distributor partners annually that include pass through discounts, custom collateral, samples, etc.



- Sothys provides a complete marketing calendar for our customers in order to best utilize the newest products and services.
- Through consulting practices to create strategies for sales success.
- We have an annual retail calendar that outlines our various retail and promotional actions for the year. These promotions and new product launches are fully supported by our company with gifts with purchases, added value and cross promotions to assist spas in capturing new retail purchases from their spa clients or expanding sales for those spa clients that are already regular or semi-regular purchasers.
- We have ongoing support and training as well as seasonal offers and treatments
- We host events at properties.
- We offer a generous marketing budget with every order, provide additional marketing collateral and promotional incentives for the spa account as well as their clients, including gift with purchases, seasonal treatment specials, and special promotional activity around new products and gift sets.
- We offer marketing asset packages including social media images and copy, shelf talkers and counter signage, sample sachets and gifts with purchase.
- We offer promotions throughout the year which include free marketing tools to help spas promote the brand and facilitate sales.
- We offer special pricing during promotions as well as advertising and media support.
- We offer workshops to help the therapists better understand the products and we offer multiple levels of education with CE's tied to the certifications for therapists.
- We only suggest retail that has a great sales and training team that consistently partners with the spas.
- We provide free gift with purchase items and items for giveaways/raffles/etc.
- We provide them a table tent to put around the spa to advertise. We also accommodate them if they are doing a special promo and ask for cheaper/free stuff.
- We provide training, signage and incentives.
- We run quarterly gift with purchases, staff selling contests, product highlights, etc. We will work with our spa clients directly to fully understand their business and create unique promotional concepts for them.
- We send out monthly promotions that tie treatment to retail. We have easy-to-use therapist recommendation cards that increase sell through percentage rate.
- We supply the spa with marketing/promotional brochures to share with their clients.

Please identify which of the following months your company has launched or plans to launch a new product or service in 2018. *Respondents were asked to select all that apply.*



Please identify your company's most popular product offered in 2018 and include the specific details (i.e., 1-ounce honey lip balm from Honey Bee). A sampling of responses can be found below.

- /skin regimen/ night detox: Leave-on mask with Gluconolactone and alpha-glucan yeast to boost the skin's ability to eliminate the toxins accumulated during the day. Balm-like cooling texture and natural rebalancing reinvigorating aroma, ideal to be massaged before bedtime to relax the facial muscles. 98.7% natural-origin ingredients.
- 1oz- Cinq Mondes Infinity Balm
- 1oz. bottle of Columbia SkinCare Probiotic Concentrate
- 2 oz. Colostrum Luminous Glow Cream™ - An Epicuren® Signature, this lightweight cream precisely hydrates the skin and acts as a potent moisture restorer with an uplifting citrus aroma. Known as one of nature's most "life-supporting" fluids, Colostrum possesses an extensive array of benefits, keeping your skin looking luminous and vibrant.
- Bioelements Skin Editor - Imperfection-editing leave on AHA peel creme – with 3% glycolic acid and 7% lactic acid, in kombucha-infused organic shea butter
- Bon Vital Complete massage Creme
- Columbia Probiotic Concentrate 1.8oz (30ml)
- Correcting Multi-Vitamin Day Creme SPF 30 with a new all-natural, reef-friendly sunscreen formula.
- Dazzle Dry mini kit in 36 nail lacquer colors
- eurospa-aromatics.squarespace.com/shop/eucalyptus-showermist-8oz
- Hand bag collection.
- Ice Water Eyes 3-Pack
- Leather Mesh Moto Jacket with Lace-up Back. carbon38.com/product/moto-jacket-black-35670
- Local artisan jewelry.
- Mattifying Serum 1 oz
- Muscle release oil. 30 ml travel size and 100 ml.
- nO2ctuelle™ Chrono-destressing sleeping mask: A sleeping mask to revitalize and smooth the skin during the night. A concentrated formula with oxygen-like actives and potent additional ingredients to brighten the skin, revive the skin's youth and restore its well-being. When applied using the exclusive Sothys relaxing application technique, this mask is the first step towards preparing for sleep and winding down, and its relaxing scent promotes sleep.
- Our new convertible UPF 50+ wrap skirt is being received very well by our customers. uvskinz.com/Reversible-Wrap-Skirt-p/040654.htm?color=605
- Our original 8oz Eucalyptus ShowerMist - Our 100% Pure Eucalyptus oil ShowerMist delivers a therapeutic and stimulating spa aromatherapy experience in the privacy of your shower. This powerful, all-natural solution will delight the senses and put a stop to what ails you. Inhale deeply and let the scent carry your mind away while the oils work their magic. This product should be the foundation to any good medicine cabinet. Let nature, at its finest, heal you while you shower.
- Our Patented Nimni Technology with Nimni Cream and Nimni Day Cream
- Pink Himalayan Bath Salts - combined with pure essential oils and crushed flowers. 12 oz. elegant glass bottles with color coded ribbon for Lavender, Rose, and Eucalyptus options.
- RAD Roller

- The Hot Mama Suit: lelarc.com/shop-2/preorderhot-mama-suit-black
- The most popular product we launched in 2018 is the /skin regimen/ Tulsi booster, the Tulsi booster is a 25 ml nourishing protective oil with 100% natural-origin ingredients. Pure, concentrated oil, with 10% of Tulsi active complex, an Indian herb with known adaptogenic properties. The silky and velvety texture provides immediate protection, nourishment and comfort without being oily.

If you could share any one piece of spa retail advice with ISPA spa members, what would it be? A sampling of responses can be found below.

- A treatment room is not a place to close a sale but is a place to educate a guest about products. Have an area outside the treatment room designed to close a sale. I did this when I owned my spa and our retail matched our service sales.
- Aging can be beautiful. Don't assume your clients concerns for them - make sure you speak to ingredients and their benefits with the utmost respect. The mix of science and nature can often bring the best results no matter what your skin concern is.
- An effective consultation is essential for maximizing the health of your clients, which must include offering and motivating clients to purchase and use impactful skin care products at home. Retailing needs to be looked at as an extension to the wellness you provide your clients during their spa visit while also providing a wellness to the profitability and sustainability of your location.
- Be sure the product matches intended market profile and the spa's location, brand and programming.
- Build retailing into your company's culture by making it one of your focuses for all departments. Set sales goals & incentives for individual staff members/departments and keep them informed of where they are at with their sales on a daily or weekly basis. Support this by keeping shelves stocked & clean and make sure that staff has access to information about what they sell. Include retail focuses & progress in all staff meetings.
- Create impactful, consistent messaging for as many touchpoints as possible as often as possible - at point of sale, digitally, social media-wise, in room, in spa, everywhere!
- Don't be afraid to try new products but also give them a chance to shine.
- Education, smell, touch and feel = sell
- Get your team to the trainings that resource members provide. Make sure you have a good product recommendation card for massage and body treatments, not just skin care. And make sure therapists get a sales incentive like aestheticians.
- I have two; 1) count the goods that you use in treatment every week. If you don't, you can't have a true sense of what is happening/trending. 2) Use a buyer for your non-treatment goods. They have tremendous knowledge and resources and are experts in their field. If they are really good at what they do, they will also be your advocate with vendors on returns and exchanges which helps you manage your retail investment a lot better.
- Innovation and education. The consumer is coming to the spa and sees you as the professional about the products. Educate them on what they can be doing outside of the spa to improve their overall well-being while offering innovative products for them to implement the movement.
- Make sure you understand your customers' lifestyle and be sure the product you offer emotionally connects to your customer. Customers respond to emotional connections to the products.



- Merchandise your retail space to appeal to the senses. Think various heights, white space, imagery and testing areas.
- Minimize your inventory.
- Monitor and understand inventory levels so you don't have product sit too long or run out!
- Offer a full regimen, and during talks reduce the number of products to a "bare minimum to have."
- Our L'DUEX display is real estate friendly and our product is an effective add-on at check out.
- Retail sales are crucially important to guest retention and guest satisfaction. Therefore, staff preparation for a successful sales process must be learned, practiced and executed. Product knowledge and anticipating the guests' questions as well as understanding their needs is highly recommended.
- Retailing provides a good source of profit requiring only a few minutes of staff time ringing in the sale. Retail the products that are used in the spa services. Educate the service provider on the products so that they can speak about their benefits and why the spa uses them. If the client has a good experience during the service, no further selling is necessary as the client would already be sold on it. When the client goes to the register to settle her/his account, have the retail products there for her/him to view and pick up. The probability of a sale is high once the client has the product(s) in her/his hands!
- Sun protection is so important and it's not always enough to just use topical sunscreens.
- Take advantage of the promotions and support of your local rep.
- Take advantage of your brand's marketing and educational resources!
- Teach your team that it is not about selling a product, it is about education and advising your guests about products that will enhance their lives. This is the right intention.
- To create what I call "buying desire" so the clients can make the first move in the retail conversation. watch this link for more info (video sponsored by ISPA) [youtube.com/watch?v=SubDSHhXOP0](https://www.youtube.com/watch?v=SubDSHhXOP0)
- Turn your inventory every 4 weeks and focus on cross merchandising. Create your own promotional schedule not just Valentine's Day, Mother's Day, etc. Be innovative in your social media messaging by using unusual locations for photo shoots (not just a straight product shot).
- When clients say how great the fragrance is, remind them that they can take it home with them for use in their home shower; a EuroSpa ShowerMist spa experience that will remind them how great your spa is!