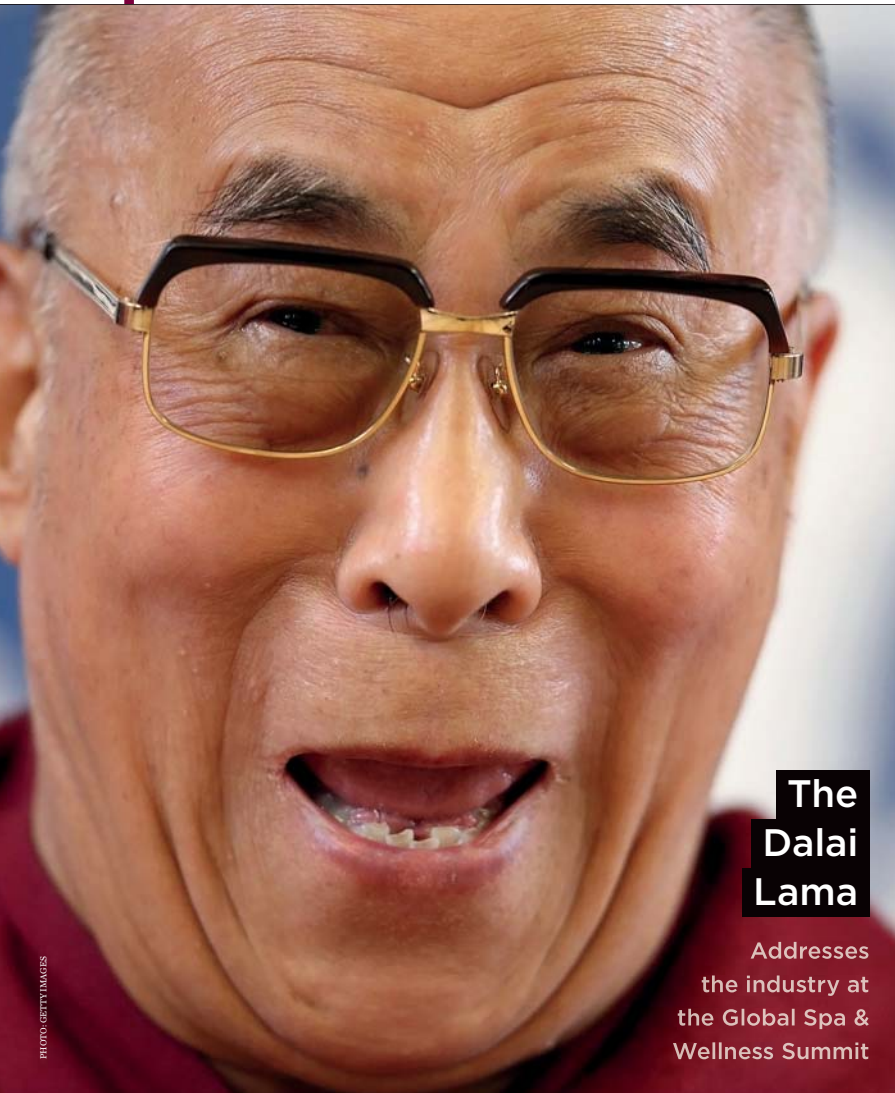


spa business



**The
Dalai
Lama**

Addresses
the industry at
the Global Spa &
Wellness Summit

▶ PRODUCT FOCUS



■ Pure is a new, customisable product line

CUSTOMISED SKINCARE

AW LAKE

AW Lake therapists use sight and touch, plus a health questionnaire, to analyse the skin and determine its type and any problems, such as dehydration, acne, rosacea and pigmentation. The therapist will also take note of the guest's age for treatment and skincare prescription.

AW Lake encourages its spas to have recommended retail product cards, and prescription or post treatment notes as tools for the staff to communicate the benefits of the products they wish the client to buy.

Richard Williams, AW Lake consultant, says: "Prescriptive follow-up is a great tool to boost revenue by building trust, encouraging repeat business and facilitating retail options to better care for the client post treatment with home care."

The prescriptions are based on the new Pure skincare range, which is comprised of a Basic face cream or gel plus Supercharged serums, containing bio-active ingredients for specific skin concerns.

SPA-KIT KEYWORDS: AW LAKE



■ Using the machines can increase retail sales three-fold says C+K

SKIN ANALYSIS MACHINE

COURAGE + KHAZAKA ELECTRONIC

Germany's Courage + Khazaka Electronic (C+K) manufactures machines with various probes to measure aspects of the skin including moisture, oil, pigmentation and elasticity. The machines include the computer-based Multi Skin Test Centre MC 1000 and the stand-alone Multi Dermoscope MDS 1000. C+K also makes a photo booth for full face photography to determine pores, wrinkles, spots and skin colour. The equipment costs between €200-€4,500 (US\$267-US\$6,000, £173-£3,900) depending on the machine and number ordered.

Marketing manager Christiane Uhl says: "Beauticians claim their sale of additional care [products] is increased at least three-fold when such devices are used. Other clients state even higher turnover of products and treatments."

The analysis begins with a software-based questionnaire, which can be customised to a company's product range. Using these answers, combined with the machine's measurements, the software selects suitable treatments and products.

SPA-KIT KEYWORD: COURAGE



CUSTOMISED SKINCARE

BABOR

Babor offers a free skin analysis before facial treatments which incorporates its customised skincare range SkinovagePX.

An hour-long treatment begins with a lifestyle consultation with a Babor skin expert who uses a magnifying glass to assess the skin type and its condition. A special gel mask can also be used to check skin vitality – it incorporates nettle

extract which causes the skin to turn a darker colour the more nourished it is.

The SkinovagePX system can be tailored to suit five skin types. The range includes Vita Balance for dry skin; Calming Sensitive for sensitive skin; Perfect Combination for oily and combination skin; Advanced Biogen for tired, stressed skin; and Pure for blemished skin. Each has its own set of products, which can be mixed

and matched, or boosted using Intensifier serums.

Dr Helmut Drees, head of training at Babor says: "When using customised skincare, you don't just offer an hour of relaxation, but a visible improvement of the skin and complexion. Customers are amazed and, therefore, willing to pay a higher price."

SPA-KIT KEYWORD: BABOR