

RETAIL SUPERSTARS

This section profiles how one day spa uses a boutique product to boost sales.

The star: Essie Ejuvenate Microdermabrasion Hand Refiner

The spa: Telitha The Spa in Lynchburg, Virginia

Why it flies off shelves: Clients immediately appreciate their new, smooth hands. "They stay that way for days, and guests show them off to friends, so people march in knowing exactly what they want," says owner Telitha Mahdavi. She employs the Ejuvenate system in her manicures and follows Microdermabrasion Hand Refiner with the Advanced Radiance Hand Treatment. "People feel like they're



getting the works throughout this nail treatment, but the Microdermabrasion Hand Refiner makes for the most noticeable transformation," Mahdavi says.

How it's promoted this month: Telitha The Spa doesn't have a waiting room, but rather an apothecary. "We encourage guests to play with our popular products when they come in, and staff is on hand to explain how everything works," Mahdavi says. Plus, after each mani/pedi, guests take home a mini four-piece set of Essie lacquers. This month it's the 2010 Summer Collection. "Every time they use those polishes, they think of our nail treatment," she adds.



Promos with a Twist

Social media is in full swing. But many business owners still haven't figured out how to keep guests coming back and lure



fresh spa-goers by using Facebook, Twitter, and other social networking sites.

Event-centered promotions are one way to do it. For example, Kory Keith, director at LeSpa at Sofitel LA (lespala.com) in Los Angeles, ran an Earth Day contest on Facebook and Twitter. Followers were challenged to design and submit their own eco-chic spa treatment ideas. The winning service, selected on Earth Day last April, came to life on LeSpa's menu for one month. The winner also got a chance to personally experience her brainchild, which was an eco-pedicure featuring a coconut oil and tahini exfoliation, tea and ginger soak, and organic lacquer.

"It wasn't your standard giveaway, because we looked to our spa clients to learn what *they* wanted to see," Keith says. "Guests seemed to appreciate it, and we got some new ideas."

Have you run any spa promotions with a creative twist? Send your success stories to koreilly@creativeage.com.



Bright Idea! Small investment, big payoff.

"We sign new clients up for our Secret Society. Members receive special coupons via email twice a month for reduced rates on our higher-end facials and treatments. It's a good way to get them hooked and coming back on a regular basis."



**Cynthia Graham,
co-owner;**

**Spoiled A Day Spa
(spoiledadayspa.com), Studio City, California**