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The Premier Spa Business Resource

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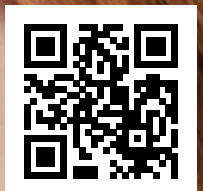
## Natural & Vibrant

Prettiest Looks for Spring

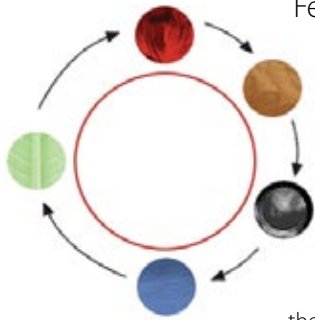
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**PLUS**  
Light Therapy Update  
Design Spruce-Ups for Your Spa

**Issue Bonus!**  
QR Codes  
Find Out More on Page 14



## Feng Shui Way



Feng shui, an ancient Chinese system of aesthetics that uses principles of geography and astronomy to facilitate the optimal flow of chi—or life-giving energy—inside a space, has become an essential design tool for many day spa business owners. The system revolves around

the five element theory, in which representations of water, wood, fire, earth and

metal are maintained in synergistic balance to **stimulate the healthiest and most prosperous flow of energy**, according to Judith Wendell, feng shui consultant and owner of Sacred Currents, an interior design firm based in New York City.

For instance, design features associated with fire—say, the color red, pointy shapes and southern-facing views—are thought to harness reputation and regard. “If you have too many of these elements, your spa may be prone to receiving complaints,” Wendell says. “And if you don’t have enough, you could struggle to stand out among competition.”

Feng shui also examines the ratio of yin to yang, or passive to active energy, within a space. “Some of the most prevalent sources of imbalance I find in day spas are retail and reception areas that tend to be too passive, while treatment rooms are more active than is ideal,” Wendell says. “By removing running water, for instance, a space instantly becomes more passive.”

For more information, visit [sacredcurrents.com](http://sacredcurrents.com).

## NEW DIMENSIONS of Wellness

With springtime coming into bloom and botanical stem cell research changing the face of the skincare industry, now may be the ideal time to fortify your understanding of the beneficial topical properties of common trees and plants.

*Gemmotherapy: The Science of Healing with Plant Stem Cells* (Healing Arts Press, 2010) will enlighten you and your staff with detailed descriptions of 34 plants and their stem cell applications—which may serve as inspiration for organic new treatment designs.

Author Roger Halfon, M.D., is a physician, naturopath and regarded pioneer in the field of gemmotherapy, a new form of herbal medicine that relies on remedies from the embryonic and reproductive tissue of various plants.



“Plant embryo therapy offers myriad applications for the roots, stems and flowers harvested from the plant world for use in baths, beverages, body oils and more,” Halfon writes. “It offers the **same therapeutic possibilities as animal embryos and many pharmaceutical products.**”

The concise and informative guide purports to show readers

how to harness the healing properties of common plants during their cyclic peaks of energetic activity.

For more information, visit [healingartspress.com](http://healingartspress.com).

## Sitting Soundly

Has your relaxation area lagged behind the rest of your facility in technological advancement? One way to make your lounge stand out and drive competitors’ traffic your way is to entice guests with cutting-edge relaxation technology.

Enter the Harmonic Comfort Chaise Lounge from Body Balance System.

Unlike massage chairs that attempt to knead weary muscles via bulky, built-in rollers, this innovative item **emits sound frequencies that are designed to enter guests’ bodies at specific intervals along the spine**. Since more than half of the human body consists of water, and sound travels five times more efficiently through liquid than air, experts say the spinal cord is well equipped to carry these vibrations to the emotional processing areas of the brain, thereby enhancing wellness and relaxation at the cellular level.

Spa owners could enhance pre- and post-treatment lounging time, add a luxurious element to pedicures or facials, and even generate extra revenue by adding chaise lounge sessions to their menus. The chaises are available in three colors and come with a one-year warranty. For a limited time, members of the International Spa Association ([experienceispa.com](http://experienceispa.com)) receive a significant discount.

For more information, visit [bodybalancesystemonline.com](http://bodybalancesystemonline.com).

