

DAYS SPA

Fresh New Look!

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quick question building blocks

WHAT'S YOUR TOP MANAGEMENT STRATEGY?



Amanda Hume
founder
VERT Beauty
Denver

“The best attitude any business owner can adopt is that you can't do it all yourself—hire, delegate and flourish in spreading your brand messaging. I've incorporated this into my everyday outlook, which allows me to focus on what I do best—training my team. I love teaching our speed waxing, dermaplaning, product knowledge and makeup classes!”



Deirdre Strunk
executive spa director
Canyon Ranch SpaClub
Las Vegas

“My focus is on helping my therapists remember why they originally chose to be a part of our team. I remind them how good it feels to prioritize helping others feel better and making a difference in another person's day—to help flip the switch or ignite a spark in a client who may be seeking peace, rejuvenation, overall wellness or any other goal. I feel blessed to offer them just what they need for their journey, and it's important for the team to feel the same way.”



Irisha Steele
spa director
Remède Spa at the
St. Regis Aspen Resort
Aspen, Colorado

“I believe strongly in creating a positive work culture, and that if you take care of your staff members, they will take care of you. I want everyone to reach their highest potential, which will make the entire team shine. I have an open door policy: At any time, anyone on my team, no matter their position, can approach me for guidance. I genuinely care about every employee as an individual, and my spa team embraces and thrives under this kind of management.”

RETAIL ROCKSTAR



THE PRO

Tabrina Garcia, spa director

THE SPA

Corinthian Wellness Spa, Southlake, Texas

THE STAR

Pure Fiji Hydrating Body Lotion in Guava

WHY IT ROCKS

“Our clients love this lotion because it's super nourishing and leaves their skin soft to the touch. Thanks to its high-quality moisturizers, vitamins and antioxidants, their skin drinks it up!” explains Garcia. “The ingredients are natural, which appeals to guests who are concerned about applying too many chemicals to their bodies, plus the aroma—and, honestly, every Pure Fiji scent—quickly relaxes and transports them to a tropical island. We keep the brand's lotions in our relaxation, meditation and locker rooms, so clients can sample them at any time. This has created a loyal Pure Fiji fan base, so there's really no need to run any other promotions—the lotion sells itself!”

