

BUILDING BLOCKS

Retail Superstar

The star: Éminence Organic Skin Care Citrus Exfoliating Wash

The spa: The Day Spa Edina (thedayspaedina.com) in Edina, MN

Why it flies off the shelves: Fresh-smelling lime juice, shea butter and grapefruit peel combine to give guests a clean, crisp summertime shower. "It's not overly astringent, and its gel base makes it a great hydrator," adds manager Denise Obermeyer. "It's a foamy, gentle scrub that rinses easily."

How it's promoted this month: To boost summertime retail sales, The Day Spa offers a tempting promo in early June. For one weekend, estheticians perform the top-selling Organic Facial (50 min./\$90), a customized service that exclusively uses Éminence products, for free, on a first-reserve basis. However, **the deal's only redeemable by guests who purchase at least \$100 worth of Éminence take-home products.**

"We present summer-friendly products in sets, so nearly everyone buys this wash," Obermeyer says. "We're stocking up on it, since we're already booked solid for this event."



Denise Obermeyer



Smooth Operator

Swimsuits and short shorts and cellulite, oh my! It's body contouring time at your spa, and this summer, there's a brand-new system available to help tackle any traces of dermal cottage cheese.

The CelluSleek **combines several cellulite-blasting modalities**—subdermal stimulation of fibroblast cells (to help stimulate production of collagen), cupping, subcutaneous tissue massage, suction and percussive vibration—to achieve noticeable results. A series of 15 half-hour sessions is recommended for best results.

"Because it thickens subdermal layers of skin, this procedure is also excellent for clients with scar tissue," adds developer Elizabeth Harris.

For more information, visit cellusleek.com.



Rose quartz candle

BOUTIQUE BOOSTERS

You labor to ensure your day spa's ambiance and services promote emotional balance, serenity and healing. Now you can expand that initiative into your retail section—and help clients bring the good vibes home—by offering fragrant, gemstone-enriched candles, room misters and diffuser sets, available through the Semi-Precious Home Collection.

Each item is bejeweled with a different stone—such as amethyst, angel jasper, rose quartz, petrified wood and more—that's imported from Madagascar or Zambia and fragrances to deliver the distinct healing essences associated with each, giving spa owners several aesthetic and sensory choices. For instance, angel jasper has a radiant green hue and promotes harmony in relationships, while crystallized, petrified wood is said to be useful in stabilizing emotions.

For more information, visit sphomecollection.com.