

THE SPA & WELLNESS AUTHORITY

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SUNLIT *sanctuary*

ATRIO SPA
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in service

Find out how spas are incorporating citrus fruits into their menus to help clients experience their many benefits.

At the **Waldorf Astoria Spa** at Boca Resort & Club (FL), indigenous oranges are used throughout the spa experience, including in the form of a signature citrus scent throughout the space, refreshing orange-flavored brewed teas, and citrus treatments, such as the Citrus Surrender Body Ritual (\$275, 1 hour 50 minutes), which utilizes Epicuren Discovery (www.epicuren.com) products. The body treatment includes a sweet mandarin walnut body polish followed by a full-body massage and traditional ritual bath.

The Spa at Camelback Inn at JW Marriott Scottsdale Camelback Inn Resort & Spa (AZ) offers the Camelback Signature Body Wrap (\$175, 60 minutes), which is a head-to-toe vitamin C treat for the skin. Utilizing a combination of Jan Marini (www.janmarini.com), Kerstin Florian (www.kerstinflorian.com), and the spa's signature products, the service includes a body polish, a citrus hair conditioner, an application of moisturizer, a facial cleansing, and an application of firming vitamin C serum, followed by a lip treatment and sunscreen.

Utilizing real fruit and the spa's own signature natural products, the Citrus Sun (\$110, 45 minutes) at **Ste. Anne's Spa** (Grafton, Ontario, Canada) includes a full-body hydration treatment using the natural healing benefits of grapefruit, known for its ability to invigorate, uplift, and stimulate the body. It begins with a foot soak in a mixture of citrus essential oils and fresh orange slices, followed by a full-body exfoliation using a halved grapefruit dipped in sweet sugar. Next comes a healing hydrotherapy bath with summery citrus essential oils, followed by a relaxing light-pressure citrus massage.

The Signature Elements of Nature – Shawangunk Grit Mineral Body Treatment (\$225, 80 minutes) at **The Spa at**

Mohonk Mountain House (New Paltz, NY), which uses Naturopathica (www.naturopathica.com), begins with a soak followed by a gentle exfoliation with the spa's "Shawangunk Grit" (quartz grains from local cliffs). Next, atlas cedar and a sparkling fusion of orange, Italian bergamot, clementine, and pink grapefruit is applied for a relaxing massage. ●



MARKET *value*

Citrus-based treatments and products are perfect for summer. Here are a few citrus-based marketing ideas that are sure to excite clients:

"Consider adding a "Citrus-C" facial to your menu, focusing on the benefits of vitamin C and the fresh limes, lemons, and grapefruits featured in your citrus mask, cleanser, or toner."—*Brian Goodwin, international trainer, Eminence Organic Skin Care*

"Citrus fruit treatments could be marketed by infusing spa water with oranges, grapefruits, or lemons. This can add to the aesthetics of the spa as well as taste delicious."—*Ashley Stowers, national educator, CelleClé*

"One of the best ways to promote your citrus-based products and treatments is to display them, along with counter cards or other marketing materials, around a beautiful water dispenser filled with orange slices. You might also create a newsletter listing the fruit's benefits and highlighting products containing citrus ingredients. Consider creating special summer treatments that highlight the use of citrus. After all, summer and citrus sort of go hand in hand. Plus, summertime is also when most skin could use an extra dose of vitamin C, as it can help counteract some of the negative effects of UV."—*Shannon Esau, director of sales and education, Rhonda Allison Cosmeceuticals*

"A lemon essential oil diffuser that offers a crisp, clean, and invigorating scent can add to the ultimate experience."—*Szilvia Hickman, owner, Szep Elet, exclusive distributor of Ilike Organic Skin Care*

"People are really drawn to the bright colors of citrus fruits, so using the warm colors and fruits themselves in images and packaging is a great way to attract attention."—*Jennifer Yen, founder, Purlisse ●*

DAILY *rinof*

Encourage clients to add citrus-based products like these to their everyday beauty regimens for healthier and younger-looking skin. **BY NICOLE ALTAVILLA**

1. Precious Elixir Radiance
CINQ MONDES
www.cinqmondes.us



2. Vitaminic Concentrate
PEVONIA
www.pevoniapro.com



3. Clear Clay Cleanser
SCANDIC SKINCARE
www.scandicskincare.com



4. DetoxyGlow Brightening Hydration Essence
CELLECLÉ SKINCARE
www.cellecleskincare.com



5. Biolight Brightening Skin Correct Serum
REPÊCHAGE
www.repechage.com



6. Lotion P50 PIGM 400
BIOLOGIQUE RECHERCHE
www.biologique-recherche.com



7. PhytoStaminal Lilac Gem Perfecting Serum
BIOLINE JATÒ
www.bioline-jato.com



8. Citrus Mojito Thin Film Hard Wax
SATIN SMOOTH
www.satinsmooth.com



9. Citrus Gel Cleanser
RHONDA ALLISON
www.rhondaallison.com



10. Refreshing Shower Gel Citrus
JURLIQUE
www.jurlique.com

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