

## Asia: China

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WHAT ARE SOME CHANGES YOU HAVE NOTICED IN YOUR CUSTOMERS THIS PAST YEAR? ARE YOU SEEING ANY NEW REQUESTS FROM CONSUMERS?

- Quick result from treatments
- Anti aging, anti aging, anti aging
- Slimming
- Total health solutions; want to have a Chiva-Som in China.

WHAT SECTORS DO YOU SEE ATTRACTING THE MOST INVESTMENT CAPITAL THESE DAYS? WHAT ABOUT WHEN IT COMES TO THE SPA AND WELLNESS ARENA?

Franchise and IPO. Property investors want to create a wonderful wellness resort brand in order to take their business up to a higher level. Different with usual hotel and resort business.

WHAT IS THE FUTURE LOOKING LIKE FOR SPA AND WELLNESS IN YOUR COUNTRY?

Day spa: divide into club spa, beauty spa, bath house spa and mobile spa; all looking to franchise.

Club spa: combine restaurant, bar, wine and cigar lounge, private mahjong room and meeting area together; sell club membership; spa is a part of facilities such as karaoke a few years ago.

Beauty spas: still mainly on beauty and combines with hair/nail/make up.

Bathroom spa: provide traditional bath soaking and public bath and shower area with massage, facial, body scrub, foot treatments; facilities including kids game area, cinema, Ping-Pong, simple gym, restaurant, private mahjong room, etc.

Mobile spa: personal therapists work together with some clubs by freelance deal or have her/his own clients.

Medi-spa: work together with a hospital for plastic surgery or some simple medi-treatments with high tech equipment by lease. This could be risky, because there is no medi-spa standard or policy in China.

Hotel spa: lower the price but maintain the five-star quality to be more reasonable for local Chinese market.

Resort spa: more government projects, or government background project in each region of China. Concern about green concept; and spa becoming a “must have” thing as the luxury facility in their projects; developing more hot springs.

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