



The Americas: United States

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

Customers are looking more and more for places that serve all of their skincare and overall wellness needs in one convenient location. They want the spa ambiance combined with medi-spa type treatments that marry the idea of beauty and science. This can include treatments such as medical-grade facials and peels, massages, and even wellness evaluations performed by estheticians that understand the body as a connected whole to better help clients optimize their results.

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

More customers understand that facials are not a luxury and, just like cleaning your teeth, should be incorporated as part of a health ritual. Just as you go to the dentist every six months, so should you see your esthetician every 6-8 weeks for a facial to maintain healthy, beautiful skin.

Product-wise, plumping and other anti-aging benefits continue to be the most common requests from our customers. We've also had numerous requests for treatment cosmetics, which is why we created Hybrids, our line of treatment cosmetics, which has been a big hit. Customers love the idea of products that provide a little coverage while helping diminish fine lines and wrinkles and help shrink the appearance of pores for a flawless face. Make-up that's actually good for your skin is in high demand.

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

People are beginning to embrace an Inclusive Health philosophy – one that looks at the body as a whole and addresses youth and vitality through topical care, internal care and emotional self-care. I believe that spas and salons will begin to incorporate even more traditional spa services with integrated wellness care to address all three of these areas in clients. Treatments that focus on strengthening every system in the body from a cellular level up will become more and more common, resulting in not only younger-looking but also younger-feeling clients.

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