



# THE AMERICAS: UNITED STATES

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## **What is making news in your country when it comes to spa and wellness?**

I feel we are back at the pre-recession peak and people are starting to take a new look at spa and wellness. They are seeing the potential advantages it has in their lives. From our personal experiences, we are seeing spa revenue growth, which allows spas to reach out to product lines for new ideas and expand their menus.

I have noticed increased spa and wellness hype associated with traveling. A lot of spa themes and menus emphasize the traveling clientele (i.e. destination weight loss spas while traveling, family-friendly spas, and spa travel guides readily available).

Our country has embraced social media and uses it continually for a lot of marketing and advertising. Thus, more non-printed menus, seasonal treatments and special packages are often “links” directing the consumer to their websites.

From an ingredient standpoint, there is continued demand for natural formulations and a return to the basics.

Consumers want products that are easy to understand and use. Consumers have also become savvy and expect products to compete against traditional “synthetic” formulations. This has made the push for clinical testing and consumer panel studies stronger than ever. In addition, the ingredient story has to be innovative and captivating enough to hold consumer interest while providing tried-and-true product benefits that consumers demand.

## **What is happening in your country when it comes to wellness tourism and medical tourism?**

I see a clear distinction forming between medical spas and wellness tourism. It would seem that before, when medical type treatments like IPL laser or botox first hit the industry, there were some brave and qualified therapists who included these treatments on menus as part of their services. Now, I feel that spas are spas for getting in touch with oneself and finding a more real emotional standpoint, while medical tourism is more inclined to stick to a medical institute or Medi SPA for services like botox.

## **Please give one sentence to describe the latest developments in your country for each of these spa categories:**

### **Hotel Spas:**

The biggest trend is marketing to the sophisticated female traveler by re-vamping all in-room amenities from products to fitness in order to cater to her interests and create a more personal experience. June Jacobs Spa Collection partners with high-end hotels and resorts to offer luxurious natural products that entice the guests to visit the spa. This opportunity has driven a dynamic growth in the amenity, retail, and treatment categories.

### **Destination Spas:**

The main challenge at these spas is that the retail side of the business suffers but on the treatment side, business is thriving.

## **What has been the general attitude about investing in the spa/wellness arena in 2013?**

There is a big comeback on investment in spas in both a financial and a time-well-spent sense. Also, there is a clear indication that our guests want more. Otherwise, new spas would not be opening every day in every country. It just takes a

few minutes of paging through a spa magazine to realize that upper management, entrepreneurs and CEOs around the world have found that investing in the spa industry is successful.

**Looking back at the past four decades of spa and wellness, what would you consider “a defining moment?”**

The breakthrough in the strength of the effect that anti-oxidants have on the skin has been a defining moment. The fact that industry professionals were realizing and narrowing down what speeds up aging was revolutionary. Aging has become the single most popular reason why people turn to skin care – even pigmentation clients. When their skin tone is evened out, they look younger. It’s all about how to slow down the hands of time.

Additionally, the growth of natural products has become a huge and booming industry-wide trend over the past several years. The need for pure, quality-driven products and technologies has exceeded that of synthetic, highly-fragranced, gimmicky products and packaging. The consumer has learned and accepts the fact that product value lies within the heart of the formula, and not just the packaging, which is inherent in many of the brands that have taken the natural approach in product development. June Jacobs Spa Collection is committed to producing products that use the highest quality natural ingredients yet are efficacious and deliver unparalleled results. Moving forward, it is our hope that natural is adopted in all products across the industry and no longer a trend or point of difference in the market.

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