



**News in brief**

■ **Aesthetic Medicine** editor **Vicky Eldridge** won Journalist or Beauty Blogger of the Year at the My Face My Body Awards in London on November 7. Other winners in the 22 categories included Skinade for Best Home Use Product or Device, Neostrata Skin Active Triple Firming Neck Cream for Best Anti Ageing Product and Lynton Lasers for Best Customer Service.

■ **Hilton Worldwide** is to launch a global spa membership programme called Spa Club, at properties around the world. The programme, which includes discounts on treatments and retail and access to health club facilities, will be rolled out to 30 spas by the end of the year.

■ **Voya**, the seaweed-based skincare line, has appointed **Joanne Higgs** as UK national educator and promoter to strengthen brand awareness while overseeing account support, training and standards. Higgs joins from Elemis, where she was training manager.

■ For the world premiere of new **James Bond film Spectre** at The Royal Albert Hall, make-up artist Emma Day used **Elemis** Cellular Recovery Skin Bliss Capsules, Pro-Collagen Marine Cream and Pro-Radiance Illuminating Eye Balm on lead actress Stephanie Sigman.

■ Clinic chain **EF Medispa** won Best Health and Beauty Facility in London at the London Lifestyle Awards. The awards, now in its sixth year, celebrate companies that make London great. EF Medispa recently opened its latest location, the Drip & Chill Lounge, in Canary Wharf.



## Time management, developing wellness, and employee engagement named spa managers' top priorities

Spa managers across the globe identify time management, delegation and a more structured approach to working as key areas in which they need help. Managers also need support when it comes to keeping their teams engaged in order to minimise staff turnover, developing more comprehensive wellness programmes, and establishing methods to grow retail revenue. This is according to the first report from the Global Mentorship Program.

The initiative, spearheaded by spa consultant and director of the Professional Spa & Wellness Convention Jean-Guy de Gabriac, ran for the first time this year. It paired 16 experienced spa directors with 33 newer spa managers in 22 countries for mentoring.

The new report covers the experiences of both mentors and mentees and revealed that time management was a key focus for the majority of managers. For example, mentee Angela Brunetto, manager of Sabai Dee Spa in Italy, worked with her mentor to make monitoring and reporting a more important part of her day, which has boosted revenue.

Meanwhile mentee Tiffany Gennety, spa manager of Tranquility Spa At Detroit Athletic Club in the US, said her mentor David Elrich,

spa director of Glenwood Hot Springs in the US, helped her realise she needed to spend less time performing treatments and more as a manager.

Minimising staff turnover was also high on the agenda for the mentees. Many were advised by their mentors to share figures, involve staff more in business decisions and to find ways to develop their individual talents. "For example, as we develop wellness through nutrition, one of the chef's assistants took additional training in dietetics and we plan on using this new set of skills," said mentee Elodie Dailland of Domaine De Cice-Blossac in France.

The other areas in which a large majority of the mentees on the first programme sought support included how to better promote the spa in other areas of their resort, how to increase the percentage of revenue from retail, how to create theatre in the spa through unique touches, and identifying the best key performance indicators in order to take a more structured approach to managing and reporting.

The second Global Spa Mentorship Program will begin in January 2016, supported by sponsors including Biologique Recherche and Gharieni.

## Rising business rates putting pressure on salons

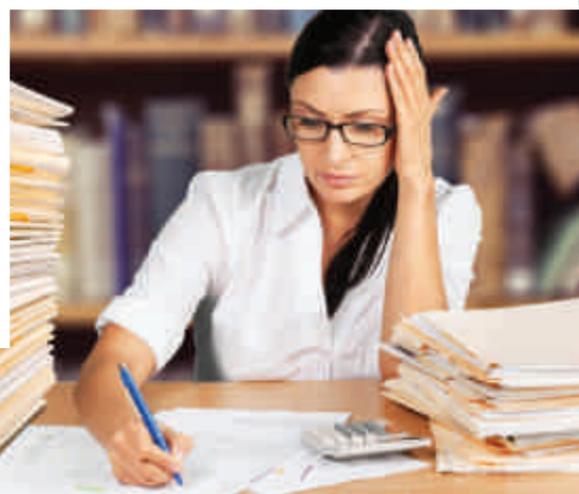
Business rates are rising on a faster scale than rents and turnover, increasing the pressure on small businesses such as salons, according to new data.

The Property Data Report 2015 revealed that business rates, on average, have increased at a much faster rate than other business costs over the last 10 years, particularly rental costs. Business rates are also rising more quickly than income for most salons.

In the retail sector, which includes high-street salons, rental values have grown at an average of 0.2% per annum, compared to a 3.9% annual increase in business rates over the past decade. Meanwhile earnings have increased by an average of 2.9% a year,

according to the report, which was compiled by the Property Industry Alliance.

The total value of UK commercial property rose to £787bn in 2014, up 15% on the previous year, and occupiers of commercial property paid over £20bn in business rates.



# NUMBERS THAT STACK UP FOR YOUR SALON

- 20,000,000**  
CACI treatments performed since 1992
- 1,000,000**  
CACI treatments performed last year
- 36,000**  
average salon revenue (£) per year using a CACI system
- 10,000**  
salons worldwide offering CACI treatments
- 115**  
CACI treatments performed every hour of every day
- 83**  
countries offering CACI treatments
- 23**  
years as industry leaders

**1** THE NUMBER ONE MOST REQUESTED ANTI-AGEING FACIAL TREATMENT SYSTEM ON THE MARKET

Statistics based on the Big British Beauty PoII, average treatment price and average number of CACI clients treated by a UK CACI salon.



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