

eWellness magazine

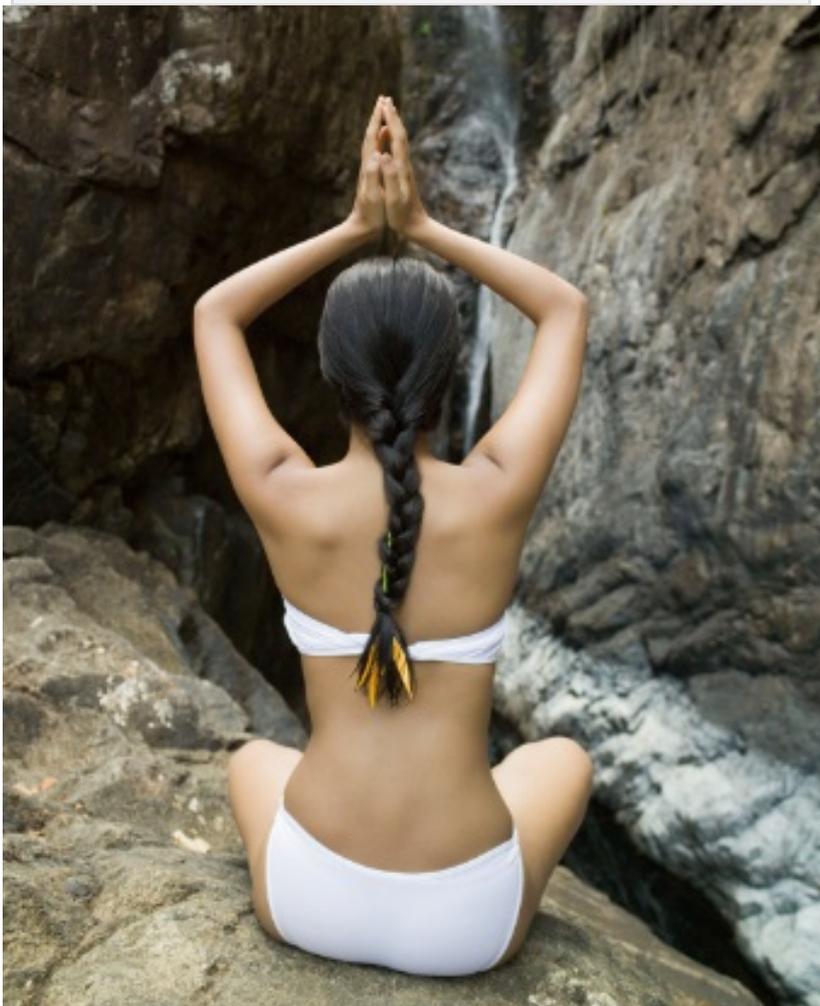
All the reasons to go to the Spa

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The best reasons to go to the Spa | Wellness magazine

“Exercises, healthy food, relaxing and good sleep are the fundamentals of a healthy lifestyle” – this statement most of us have heard on more than one occasion. In our opinion all of that sounds fantastic but is missing one vital thing, two hours a week at the Spa! Read on to find out why.



As one of the fastest growing new industries on the market today, the business of wellness is no exception. Medical Spas are the emerging trend and demonstrate a growing desire to rejuvenate one's youth and sustain a healthy Wellness lifestyle. Much of the popularity of these facilities can

be attributed to the “Baby Boomer” generation. As a large percentage of the population grows older, they begin to look for non-traditional ways to hold onto their youth—or at least the feeling of youth. Nevertheless, with the support of trendsetters, celebrities, and sports superstars the youngest generations are beginning to understand that taking care of their bodies today will slow down the aging clock of tomorrow.



What the “Baby Boomers” learned from time

No matter how they are defined “Baby Boomers”- described in U.S. as people born between 1946 and 1964 - and in Australia as those born between 1946 and 1961 the sheer size of this aging demographic is having an outsized impact on the world. Consider this: By 2030, when the first boomers reach 84, more than 20 % of Americans population will be over 65. However, in today modern word we have a lot of possibilities to improve the quality of our life and live a healthier and longer one. According to The Global Wellness Tourism Economy study, wellness-obsessed Baby Boomers, who are retired/retiring, and possess the income to travel, have for years represented the core spa traveling demographic—they are an “explorer” generation looking for new wellness spas, travel destinations and ways to relax while living healthy lives.

You can jumpstart a healthy lifestyle anytime

If you are one of the “Baby Boomers” or simply looking for a way to stay young forever, yoga classes and healthy diets are not enough. You have to consider the regular Spa visit as your natural routine. But, before you go, think about what you want out of it. Do you want to jumpstart a healthy lifestyle, relax after a stressful workday or rejuvenation your beauty?

Here are some of the best reasons to go to a Spa

a. Get healthy and relax

Health and wellness spas also called destination spas, where you can start a healthy lifestyle with exercise, spa cuisine, and relax. This is the best choice if you’re looking to make some healthy changes in your life while keeping up with a professional career. Traditionally, resort spas offer spa treatments “a la carte”. They focus on relaxation, aromatherapy, and wellness. According to Aromatherapy Associates, aromatherapy is moving in a brand new directions, and the power of scent is increasingly being used for its strong therapeutic qualities. The calming orange blossom and lavender scents that often waft through spa lounges and treatments rooms have been part of spa and wellness experiences for years. Taking its roots from India, Egypt, and China – where

fragrant plant oils were used for religious, cosmetics and medical purpose. Now, aromatherapy is playing a great role in the treatment of pain, as a mood enhancer and in sleep therapy. Aromatherapy consists of using only natural oils extracted from a wide array of plants. As a spa client, you can now receive customized treatments based on how you feel. This new trend is exciting and personal. Imagine going to a spa and receiving a treatment with essential oils based on your immediate needs and desires? To achieve the client's intention, the therapist will carefully select essential oils and techniques, music, and offer health recommendations. Wonderful!



b. Rejuvenate your beauty

In 2017, we'll see an even greater focus on Medical Spas and beauty treatments. Medical Spas have become a billion dollar a year industry. Because the industry offers clients minimally invasive medical procedures in a relaxed, spa-like environment, instead of having to go to a doctor's office, Medical Spas have become the choice for many. Trendy and chic spas have been opening up all across the country. The Medical Spa concept is the natural blending of advanced skin care with the body and facial rejuvenation services in the relaxing atmosphere and convenience of a day spa. Before Medical Spas, the only access to these body and facial rejuvenation services was through a doctor's office. All spas offer spa services like massage, body treatments and facials. Massage, for example, is far more than an indulgence. It has numerous health benefits: calming the central nervous system; improving blood circulation and helping the body get rid of waste products. Regular massages can keep you feeling your best and improve the quality of your life. Medical Spas specialize in procedures like laser treatments and very popular injectables. Lasers treatments address a variety of conditions, including unwanted hair (laser hair removal), uneven pigmentation, and broken capillaries or spider veins. Although, most spas offers both high-tech and natural skin treatments like acupuncture rejuvenation.



c. Weight loss

Health and wellness are hot topics around the globe, and they have been for years. However, the percentage of adults around the world who are considered overweight has increased by nearly 30% over the past 30 years – according to Nielsen study. The good news, however, is that consumers around the world are taking steps to take charge of their health. About half are trying to lose weight, and manufacturers are reformulating products to eliminate or reduce the sugar, cholesterol, trans and saturated fat and sodium content of food. Far more hotels are offering destination-spa-like programming during specialty weekends, often headlined by celebrity trainers and wellness gurus.

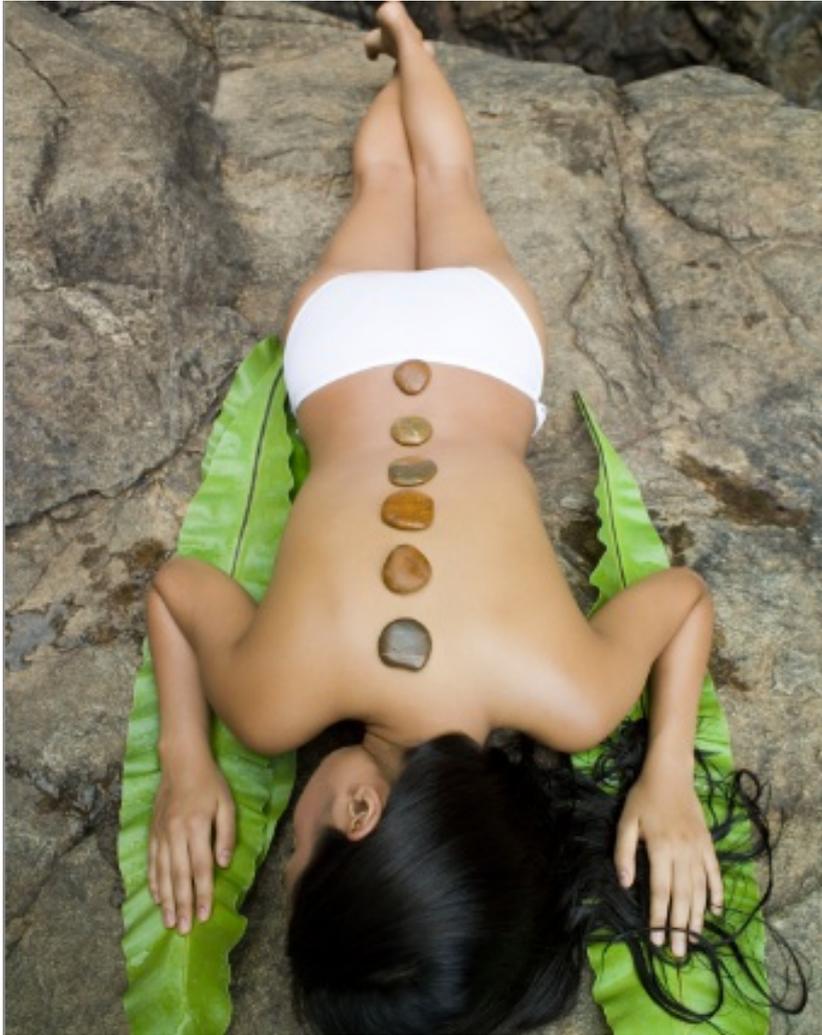


d. Relieve stress

Few of us like to think of ourselves as stressed: we do not want to believe we could be so weak or

that our circumstances are so debilitating. We like to think of stress as what happens to others, without realizing how susceptible we may be ourselves. Serious illness, death or divorce, are not the only challenges people face in life. Any destination, medical or resort spa can be a good place for people to rejuvenate and restore their lives.

The World Health Organization (WHO) estimates that mental disease, including stress and related disorders, will be the second-leading cause of disabilities by the year 2020 and that stress disabilities, which include impaired physical and mental functioning, lost work days and a high use of health care services, are as significant as workplace accidents and medical conditions. All spas are in the business of helping people relax; many now offer specific stress management programs.



e. Start an exercise program. Dance. Do yoga. Meditate.

Destination spas have lots of exercise classes, yoga instructions and fitness programs that can help you find the exercise you like. There are arguably thousands of fitness dance classes around the globe that are designed to be fun for participants. Meditation is also a good option if you have to rest and clear your mind. Sometimes you just need to get away and spend some quiet time alone. The spa is the perfect place to be cared for by professionals and spend your time the way you want to: Take a walk, meditate, read, and get some spa treatments.



No matter what you're looking for you have to find the right spa just for you.

The golden rule of five

Here are 5 things to look for in a good Spa experience. After an in-depth conversation with Susan Etter, the Underwriting Manager at Professional Program Insurance Brokerage (PPIB), we were able to gain professional insight on how you can truly make your Spa experience a pleasant one. Below are a few points that you should keep in mind when selecting your ideal Spa.

- 1. The Spa should have all licenses, insurances, and professional workers. According to (PPIB) – “The medical spa industry has been enjoying an explosive growth in both popularity and the number of spas now in operation. This huge growth has led medical spas to now seek insurance for their service needs. Taking into consideration the many services that are provided such as Injectables and Weight Loss, Wellness as well as Day Spa treatments, need Medi Spa coverage”. Bottom line, don't be afraid to ask if your Spa is insured!**
- 2. “Estheticians should ask about your home skin-care routine and offer suggestions but should not make you feel pressured to buying products” – a comfortable and neutral environment is essential for you to fully take pleasure from your Spa experience.**
- 3. “Before you book a treatment, you can ask to take a tour to make sure the Spa is clean, pleasant and sanitary and most of all that it gives you the feeling you are looking for” – explore your options!**
- 4. “The easiest way you can tell if you're going to have a good Spa experience is to observe how you and other customers are treated” – said Susan Etter, Underwriting Manager at PPIB company.**
- 5. “If during one of your procedures things don't work out the way they should while being at your Spa, remember you can always rely on your Spas insurance to help you.” To find out more about Spa practices and insurance options visit MediSpa Insurance: www.medispa-ins.com**