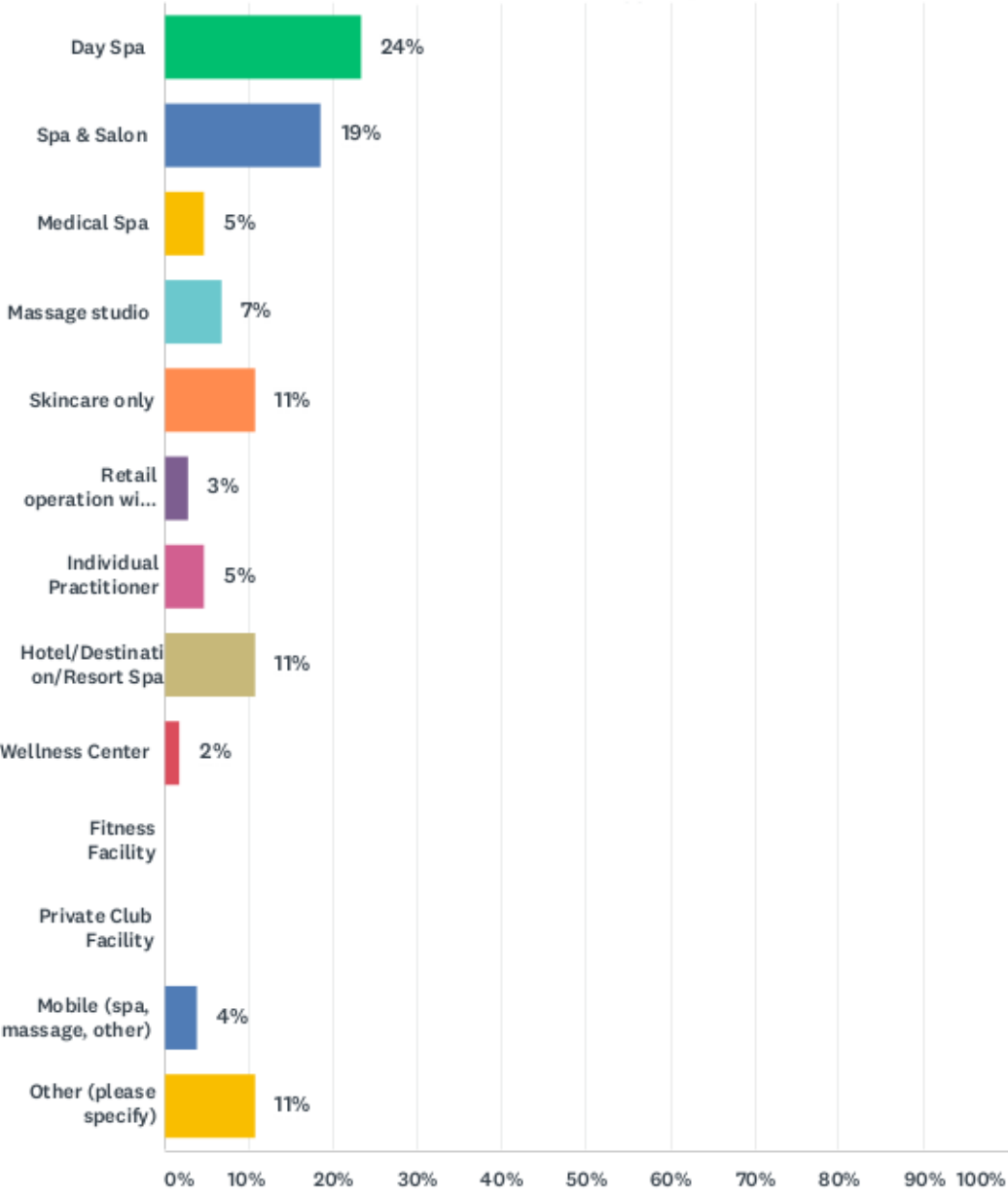


Trends Report Snapshot

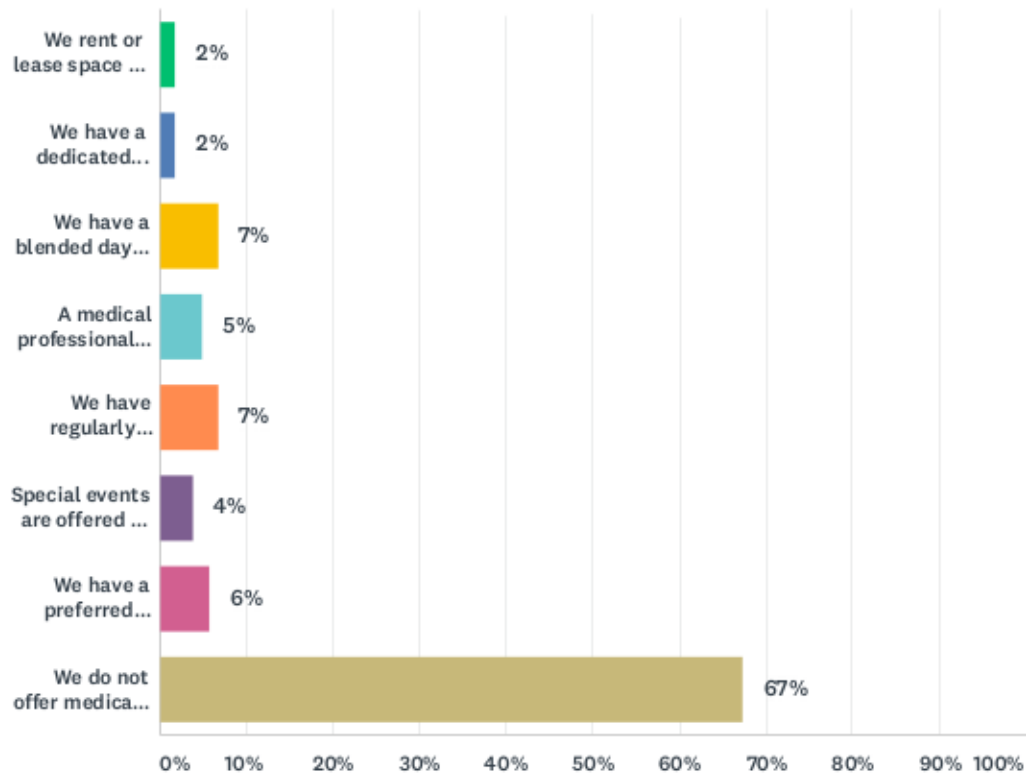
Summer 2017



How would you describe your facility?

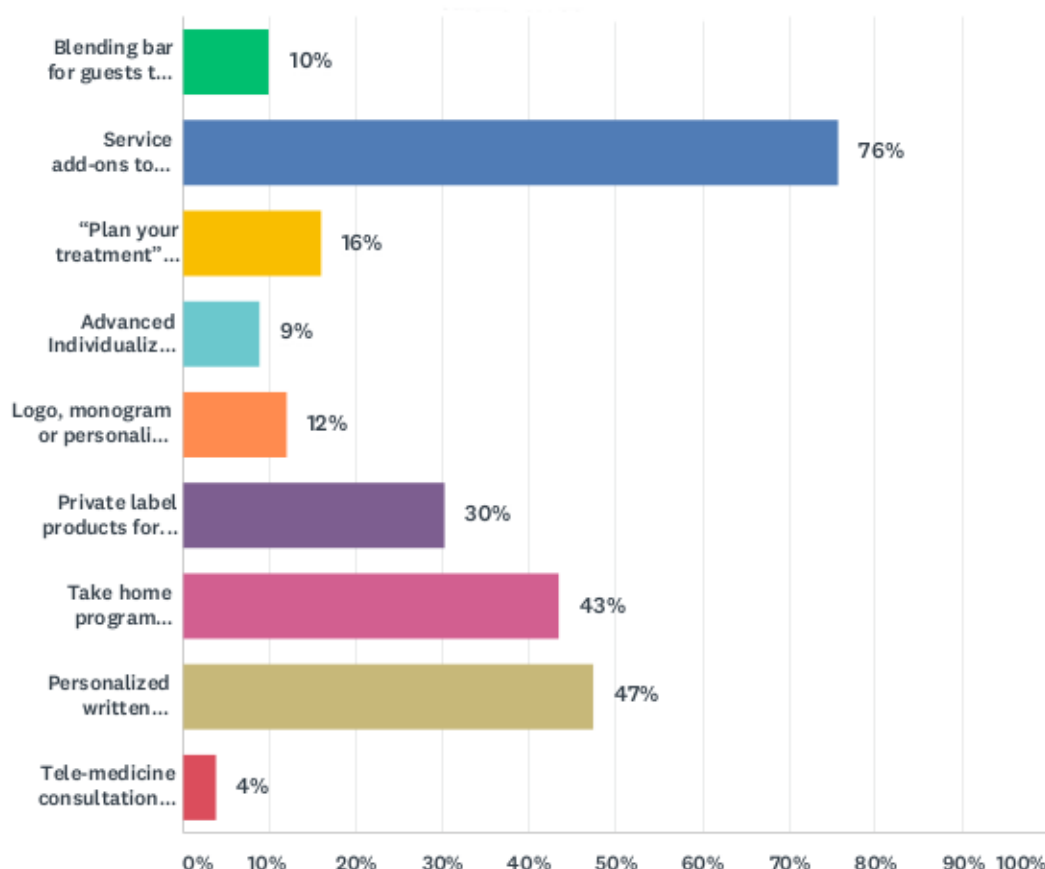


How are you integrating medical spa services into your facility?



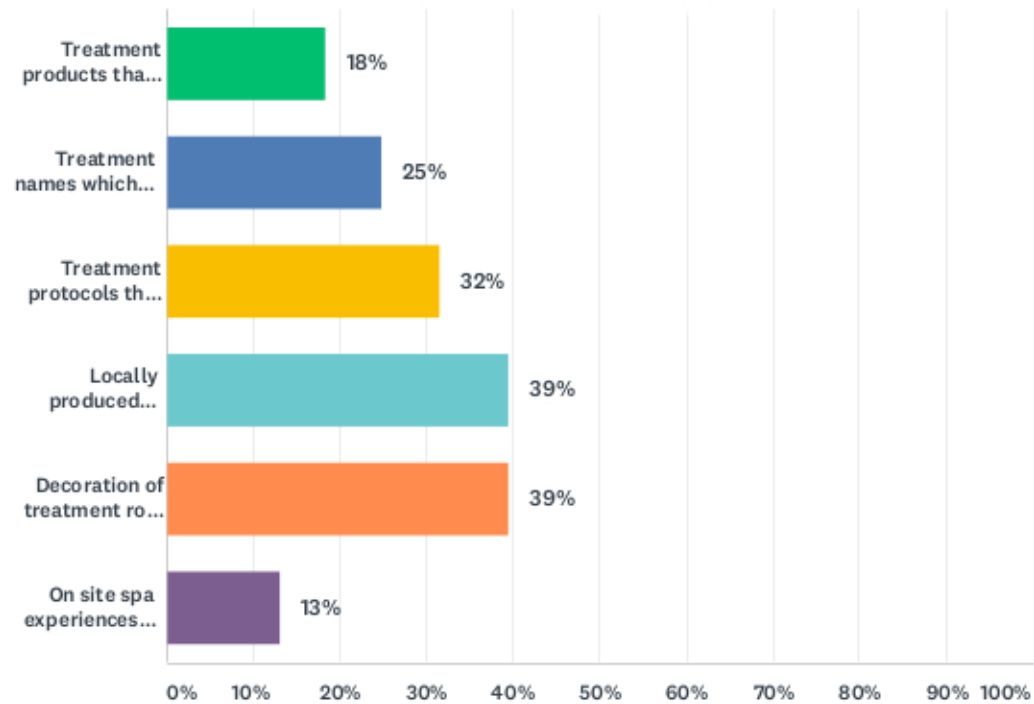
Answer Choices	Responses
We rent or lease space to a medical spa located on our property but is not part of the spa/salon	2%
We have a dedicated medical spa room within our facility	2%
We have a blended day spa/medical spa	7%
A medical professional provides occasional on-site medical spa services as a guest artist	5%
We have regularly scheduled medical spa services provided by appointment with a visiting physician	7%
Special events are offered to provide medical spa services (Botox party)	4%
We have a preferred offsite referral list for medical spa services	6%
We do not offer medical spa services	67%

How does your facility address the growing interest in personalized or customized services and retail products? (select all that apply)



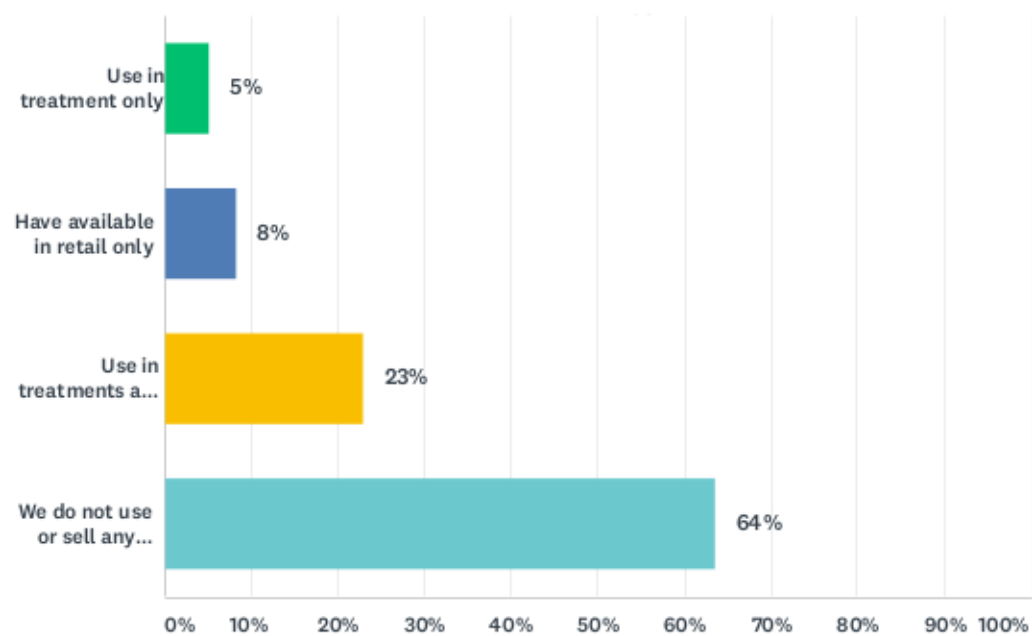
Answer Choices	Responses
Blending bar for guests to customize aromas, salt, sugar or other products to be used in their treatment or sold as retail product	10%
Service add-ons to individualize basic services	76%
"Plan your treatment" option to customized half or full day services	16%
Advanced Individualized assessment protocols or tools (Visia, detailed nutritional assessment, lifestyle assessment, blood work, metabolic testing)	9%
Logo, monogram or personalized retail products including apparel	12%
Private label products for skin and body care in retail area	30%
Take home program personalized for the client	43%
Personalized written "spa-scriptions"	47%
Tele-medicine consultations through Skype, FaceTime, etc.	4%

Which of the following strategies do you use to build on local focus? (select all that apply)



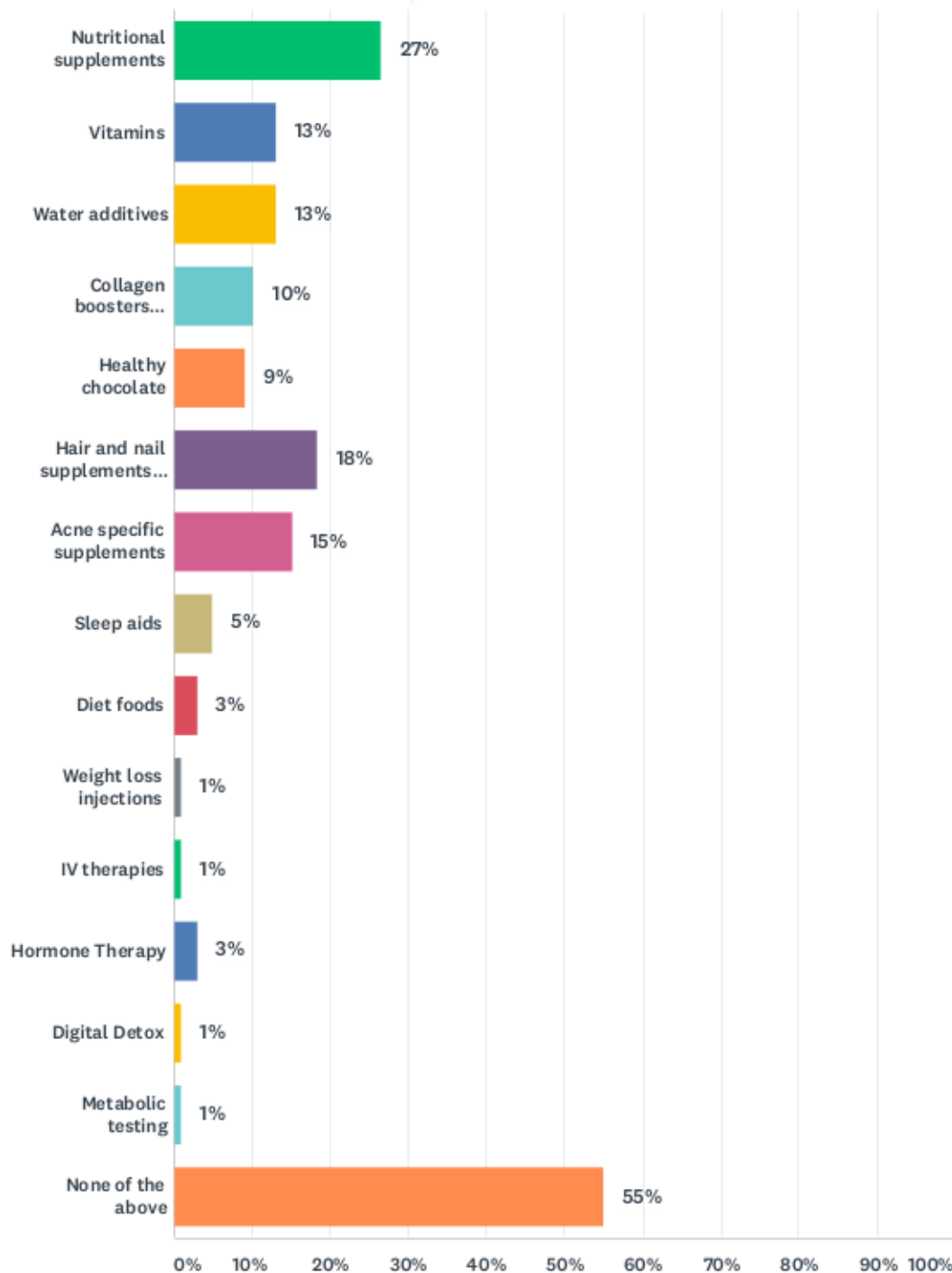
Answer Choices	Responses
Treatment products that use ingredients sourced on the property (herbs honey, etc.)	18%
Treatment names which reflect the local culture, location or traditions	25%
Treatment protocols that are include or are based on...1. Local agricultural products2. Historical, traditional or local cultural practices3. Your location (coastal, mountain, desert, urban, etc.)	32%
Locally produced products are available for retail	39%
Decoration of treatment rooms and relaxation areas utilize local artists or other decorative elements that reflect the local culture	39%
On site spa experiences that are unique to the location (local hot springs, etc)	13%

Indie beauty products (50% or more owned by the individual who developed the product) are a growing source of product for treatments and retail purchases. Do you carry or use any Indie Beauty Products? (select all that apply)

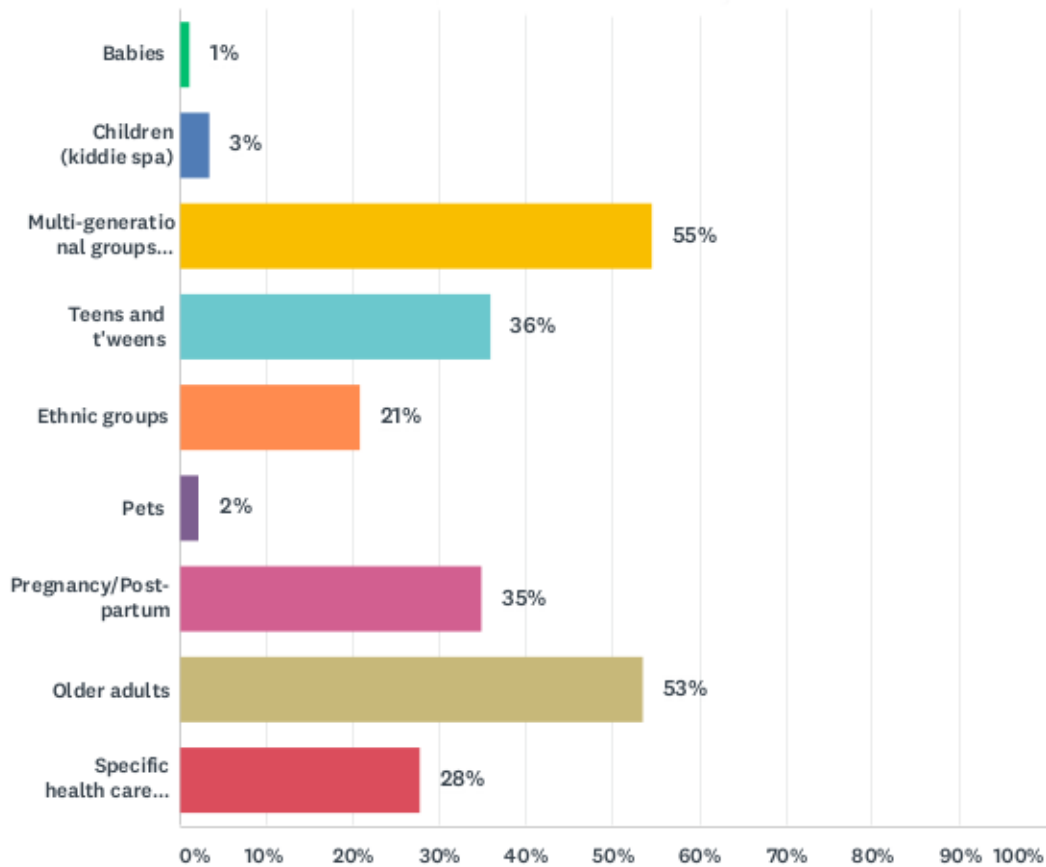


Answer Choices	Responses
Use in treatment only	5%
Have available in retail only	8%
Use in treatments and in retail	23%
We do not use or sell any Indie Beauty Products	64%

Spa programs utilize both inside and outside the body treatments. Which of the following are you offering as a treatment or retail offering? (select all that apply)

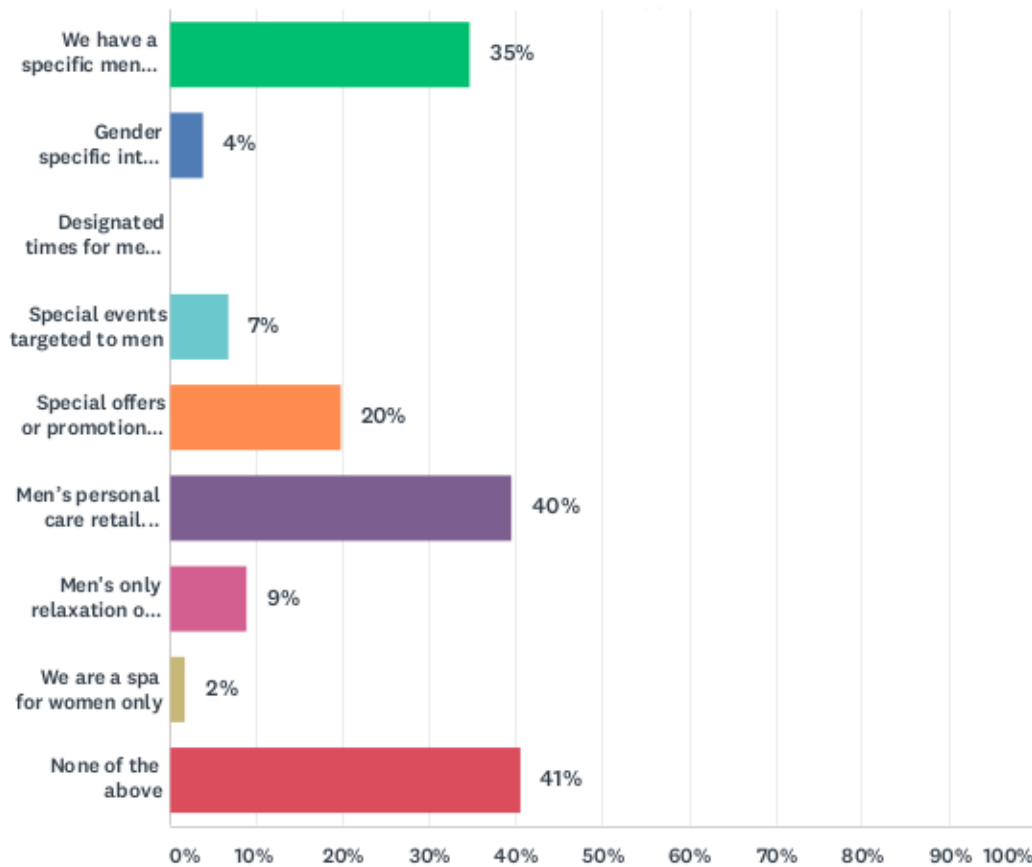


Which of following demographic groups do you target for spa and wellness services and products? (select all that apply)



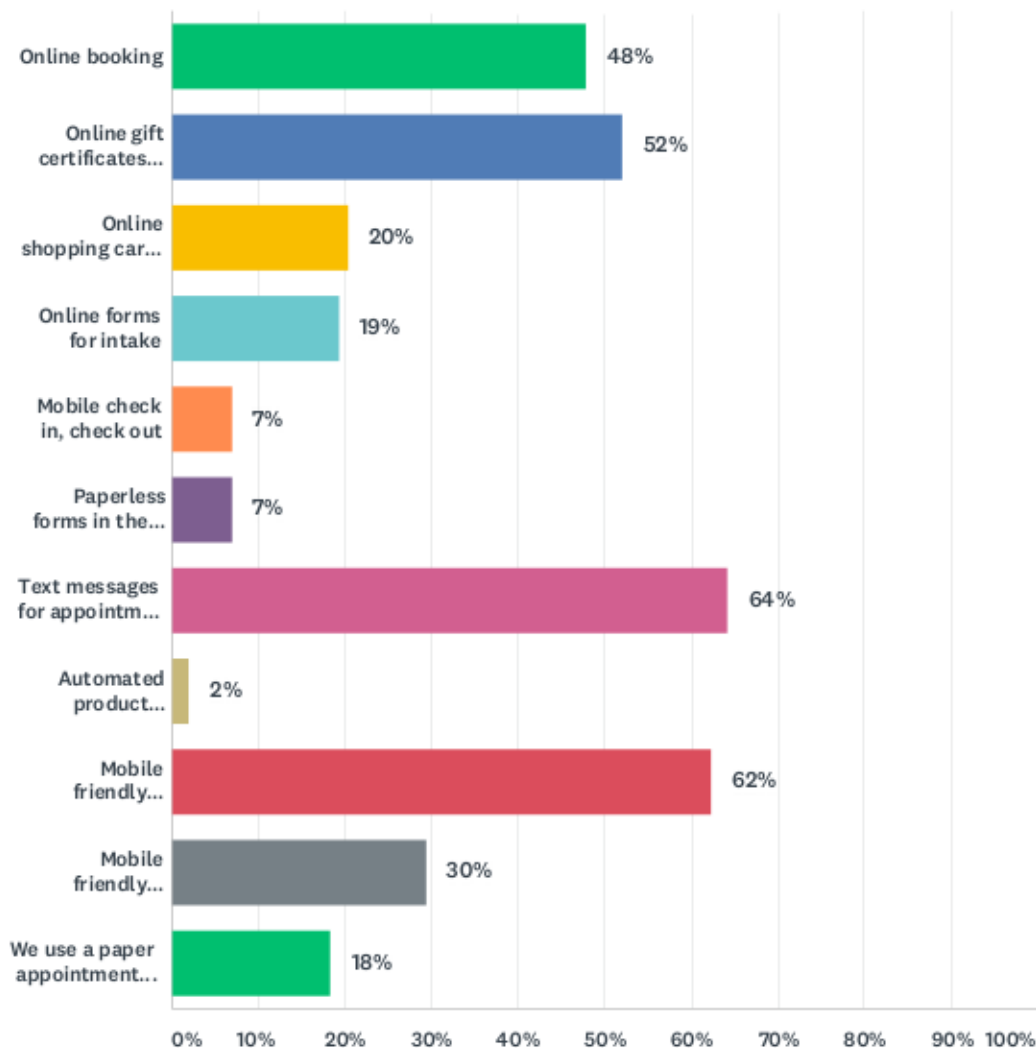
Answer Choices	Responses
Babies	1%
Children (kiddie spa)	3%
Multi-generational groups (family spa)	55%
Teens and t'weens	36%
Ethnic groups	21%
Pets	2%
Pregnancy/Post-partum	35%
Older adults	53%
Specific health care challenges (cancer, heart disease , sleep, etc.)	28%

How do you attract men to your spa or salon? (select all that apply)



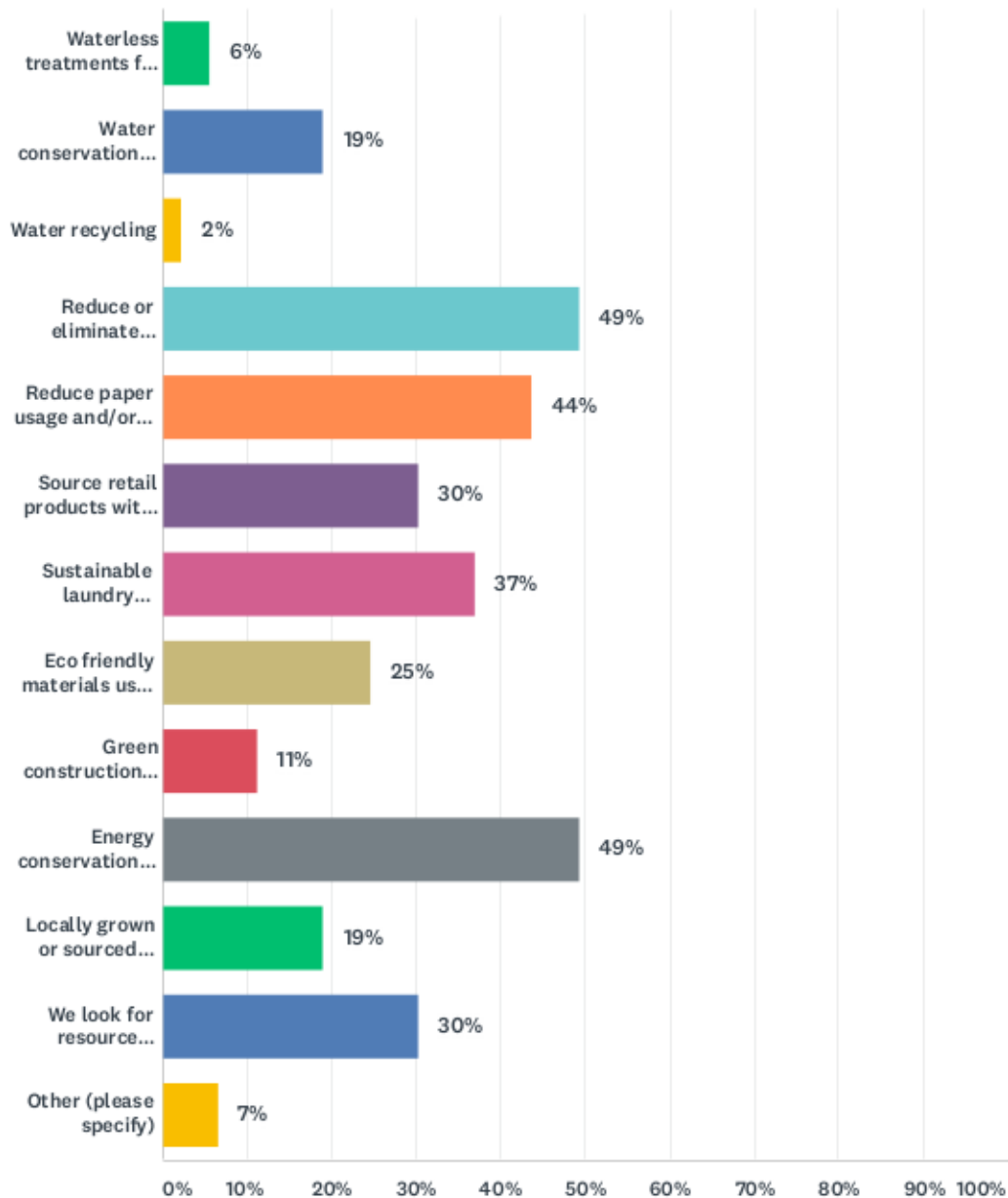
Answer Choices	Responses
We have a specific menu of men's services	35%
Gender specific intake forms	4%
Designated times for men's services	0%
Special events targeted to men	7%
Special offers or promotions of men's services	20%
Men's personal care retail items	40%
Men's only relaxation or recovery area	9%
We are a spa for women only	2%
None of the above	41%

Which of the following do you utilize? (select all that apply)



Answer Choices	Responses
Online booking	48%
Online gift certificates/cards	52%
Online shopping cart for retail purchases	20%
Online forms for intake	19%
Mobile check in, check out	7%
Paperless forms in the spa (tablet intake)	7%
Text messages for appointment reminders and follow up	64%
Automated product replenishment program	2%
Mobile friendly website	62%
Mobile friendly website with immediate booking	30%
We use a paper appointment book	18%

Which of the following green or sustainable practices have you adopted in your facility? (select all that apply)

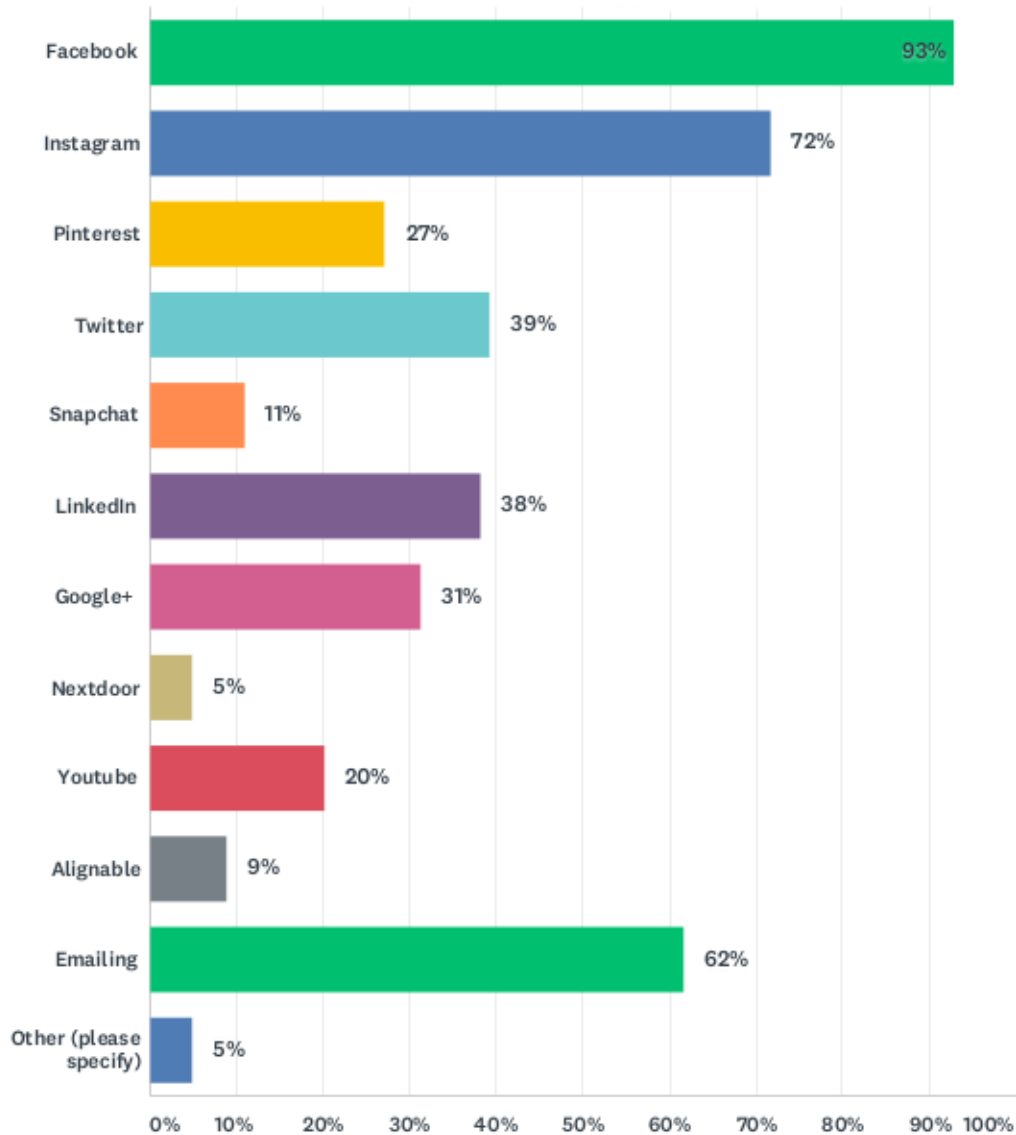


Answer Choices	Responses
Waterless treatments for mani-pedi	6%
Water conservation in body treatments (non water body scrubs)	19%
Water recycling	2%
Reduce or eliminate plastic usage	49%
Reduce paper usage and/or switch to recycled paper options	44%
Source retail products with minimal packaging	30%
Sustainable laundry practices	37%

Trends Survey

Eco friendly materials used for décor	25%
Green construction (carpet, paint)	11%
Energy conservation practices (auto-lights off, LED lighting, etc)	49%
Locally grown or sourced products	19%
We look for resource partners who utilize sustainable business practices	30%
Other (please specify)	7%

What social media channels are you using? (select all that apply)



Answer Choices	Responses
Facebook	93%
Instagram	72%
Pinterest	27%
Twitter	39%
Snapchat	11%
LinkedIn	38%
Google+	31%
Nextdoor	5%