

DEFINING A MEDICAL SPA

**HEALING CENTERS FOR
THE BODY, MIND AND SPIRIT**

BY SANDRA ALEXCAE MOREN, B.Ed.

The term, MEDICAL Spa conjures up many images in an individual's mind depending upon their personal perceptions. Ultimately, the client wants a renewal of beauty, youthfulness, well-being and rejuvenation.

The biggest trend in the Medical and Spa marketplaces is evolving at a very fast pace. Medicine is integrating spa services and treatments into medical and dental facilities and Spas are integrating medical services and treatments. Challenges come with any new trend and dynamic growth. Clearly defining your personal concept of the MEDICAL Spa that you desire will provide a strong foundation upon which you will build your business.

The Spa concept that developed throughout Europe was based upon relaxation, wellness and holistic healing. Some Spas in North America followed the European model, however many emphasized cosmetic procedures. If your intention is to embrace the cosmetic procedure venue, plastic surgeons and dermatologists will be the focal point of the business with the extension of spa services and treatments.

A traditional European model would include internists, family physicians, chiropractors, massage therapists, alternative medicine practitioners or similar medical providers.

With so many modalities of medicine, holistic healing, spa services and treatments, advanced technology and equipment we may be redefining

the MEDICAL Spa. The most important element is to develop your MEDICAL Spa model based upon your personal Spa philosophy and one that your marketplace will embrace.

Today's consumers are very savvy and seek services and treatments that are approved and directed by physicians.

**How would you
identify or define a MEDICAL Spa?**

Would it be by the treatments and services offered, the equipment and products utilized and/or by the team performing the services and treatments? Patient-driven and educated consumers are integrating alternative and complimentary medicine into mainstream medicine. Viable alternative solutions for all medical conditions will continue to grow in popularity in the next century.

Cosmetic procedures may include plastic and laser surgery, liposuction, Botox injections, laser removal, physician-level peels, cosmetic dentistry, non-surgical face lifts, ultrasound imaging technology, just to name a few. Other MEDICAL Spas join the forces of Western Medicine with Alternative and offer energy-field treatments such as acupuncture, homeopathy, crystal and gemstone services, vibrational therapy, Ayurvedic treatments and meditation.

Modern technology is bridging with ancient practices and MEDICAL Spas will be the Healing Centers for the Body, Mind and Spirit in the future.



Sandra Alexcae Moren, B.Ed., CEO of Kyron Spa (y Salon Consulting, a division of Chiron Marketing Inc., shares her 35+ years in the Professional Beauty Industry. Her expansive background includes that of Cosmetologist, Educator, competitor, Master Judge with the Judges Panel of Canada and member of the International Spa Association, ISPA. As a former Salon owner and Spa Director, it was a synchronistic evolution/or her to assist individuals building profitable businesses. Sandra's experiences include every aspect of the industry; entire Spa/Salon projects; from inception to Grand Opening, and everything in between. Living, working and traveling internationally has allowed Sandra to personally experience and research the marketplace diversity and Spa/Salon Experiences. Inspiration and information, is what she is all about; with a passion and enthusiasm for life. Her book, "Spa & Salon Alchemy", will be published by Milady Publishers' of New York and available in Dec./04. A must read for everyone in the industry. Visit Sandra at www.kyron.ca

