

europaean Spa

THE NO.1 MAGAZINE FOR SPA AND WELLNESS



Issue 58 | June/July 2017 | www.europeanspamagazine.com



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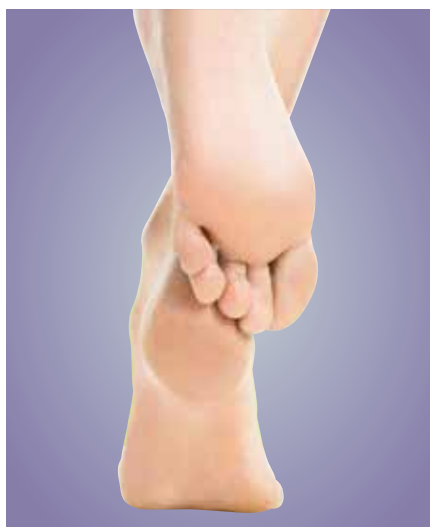
europaean Spa

THE NO.1 MAGAZINE FOR SPA AND WELLNESS



EXPERT GUIDE TO NAILS

We showcase the most luxurious spa manicure and pedicure products and advice, plus the latest launch innovations, treatment services and catwalk colours



JESSICA COSMETICS ● CND ● OPI ● ORLY
B-LINE ● MORGAN TAYLOR ● LEIGHTON DENNY EXPERT NAILS

JESSICA COSMETICS

Formulated by celebrated manicurist Jessica Vartoughian, Jessica Cosmetics is a global leader in professional nailcare. Along with BeautyLab London and Spongellé, it is distributed in the UK by Mii Cosmetics creator Gerrard International



Which nail services should spas offer?

Luxurious, personalised nail treatments are perfect for spas, so create a tiered level of menu services to suit customers' needs. By offering free nail analysis, with a choice of Custom Colour polish, soak-off gel GELeration, fast-drying polish system Phénom or the innovative Zenspa Pedicure, you can offer anything from exclusive luxury through to express treatments.

What makes your brand unique?

Jessica focuses on elevating the consumer experience with our unique nail diagnostic service. Our products are cruelty-free, vegan-friendly and made without Formaldehyde, Formaldehyde Resin, Toluene, DBP, Camphor, Xylene or Ethyl Tosylamide. As well as the fantastic Silhouette collection, which works like foundation for the fingertips, flattering every skin tone, we have also recently released our exciting Glowing with Love collection of bridal-inspired shades.

What should spas look for in a nail partner?

Look for a prestige brand that offers a full range of nail care with exceptional service, an unbeatable colour choice and a solution for every client. Your chosen partner should be dedicated to supporting your business needs, offering excellent customer care, marketing support, education and guidance.

Gerrard International has a team of 30 area managers who are all educated beauty therapists, and spas can tap into our on-site marketing, PR, training facilities and award-winning customer services for business support.

How can nailcare combine with other treatments?

As with manicures and pedicures, tanning, brows and makeup are express treatments that give an instant

'feel-good' factor allowing you to offer a full service for all occasions. This means convenience for clients and increased revenue for your business through add-on treatments and retail sales. Highlight your services with promotions that encourage link-selling and reward clients with taster sessions or offer a complimentary nail analysis alongside a makeup consultation.

How can treatments change with the seasons?

Adjust your treatment menu and tailor your services to inspire clients, with a nourishing hand massage in winter or a bright colour change in spring. Promote pedicures during summer months and over the festive season focus on nail art and glitter. Ask your nail supplier for guidance on the latest trends and ensure product bottles are colour co-ordinated for maximum seasonal appeal.

How can spas maximise their nails retail offer?

Build a relationship with your clients – asking about their beauty wishes is a great starting point for talking retail. All spa staff, including receptionists, should have the latest retail and product know-how to offer clients. Part of our training at Gerrard International includes honing retail skills, and our area managers regularly visit accounts to provide support and guidance.

What are the next exciting nail trends?

We are focusing on bold colour launches this season and the Jessica Hands-on Team were backstage creating pops of colour for the 2017 catwalks. Autumnal colours will move towards richer more muted and urban-inspired looks. We are also launching an exciting new colour collection with Millennials in mind. Jessica's US product development teams research global trends forecasts to keep us ahead of the latest looks.

What the experts say...

Offer valuable advice: Complete a thorough consultation and guide your clients through the treatment process. Explain what you are doing, why you are doing it, and how to maintain great nails between appointments

Showcase your personality: Your website and social media platforms are perfect for showing your brand personality and highlighting seasonally relevant treatments, gift sets or new colour collections

Encourage repeat bookings: Send clients the latest news on product launches, seasonal inspiration or special offers to keep your business front of mind. Offer a loyalty card entitling them to a free treatment or discounts with regular visits

UK SPA CLIENTS INCLUDE:

Pennyhill Park, Surrey
Champneys Spas and Resorts
Stobo Castle, Peeblesshire
Chewton Glen, Hampshire
Hoar Cross Hall, Staffordshire
Gaia Spa, Boringdon Hall, Devon
Rudding Park, Yorkshire

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CND

CND's award-winning nail, hand and foot beauty products – including CND Shellac and Vinylux, CND Spa, RescuerXX, RidgeFx and SolarOil – are distributed exclusively in the UK and Republic of Ireland by Sweet Squared



Which nail services should be on a spa menu?

Pay your respects to the classic manicure and pedicure, however, do not be afraid to add to their appeal by employing your own unique twists to set you apart. A client can be made to feel special simply by being asked to select their favourite scent – choose between CND Spa's Bright Citron and Gardenia Woods – and give guests the option to upgrade to a CND Shellac treatment to promote and increase customer spend.

What makes your brand unique?

As a leading advocate for the role of nailcare in personal beauty and fashion, CND is deeply committed to advancing the industry. We devote significant time and resources to product research and development, education and customer support.

What should spas look for in a nail partner?

Evaluate what is important for your spa and choose a partner that shares the same brand values. Allow yourself to be inspired and you will, in turn, inspire your clients. Select a brand that prioritises education and is sold exclusively to professionals – one that can support you and educate your team. Remember that 'professional only' keeps treatments premium and exclusive.

How can nailcare combine with other treatments?

Create treatment bundles consisting of elements that can be paired together to increase spa spend and maximise

customer relaxation. For example, you could combine a brow treatment with a manicure, or present solutions for time-short clients by providing a manicure while their makeup is being applied – this is a great time saver and well-received by busy customers.

How can treatments change with the seasons?

Introduce tailored treatments such as Sandal-Ready Shellac Pedi to excite clients and promote year-round treatments. CND combines beauty with fashion and delivers approximately four seasonal collections a year, all carefully developed through our close ties with fashion weeks to deliver only the most on-trend shades.

How can spas maximise their retail offering?

Use one-on-one time with clients to discuss product benefits and don't be afraid to recommend aftercare. Use your space effectively; creating a branded retail zone with prices on display and plenty of testers encourages guests to experience the look, scent and feel of the products. Obviously, educating your team is a must.

What are the next exciting nail trends?

The nail has truly been recognised as a canvas for creativity and this theme continues to take centre stage with the popularity of metallics and chromes continuing to dominate social media. That is not to say classic romantic, almond shapes with a sophisticated and super shiny Wildfire finish are not still hugely popular.

What the experts say...

Education is key: When your team truly understands your product lines it is a win-win situation for the spa, the client and the team. Education promotes a level of enthusiasm and professionalism that encourages sales through trust

Aspire to Inspire: Your therapists' look will inspire customers, so dull or bitten nails will send all the wrong messages. Your team's nails don't have to be embellished, sometimes a simple classic look is all that's needed – but it is necessary

Ask questions: Be engaging and make spa clients feel you are interested in their choices so you can customise a look to suit them. Listening to your client is key to their enjoyment of a relaxing treatment and their trust in you as a therapist

UK AND REPUBLIC OF IRELAND SPA CLIENTS INCLUDE:

Malvern Spa Hotel, Worcestershire
Lowry Hotel & Spa, Manchester
Luminis Beauty Spas
Fistral Beach Hotel & Spa, Cornwall
Ragdale Hall Health Hydro and Thermal Spa, Leicestershire
Powerscourt Hotel & Spa, Co. Wicklow, Ireland

CND

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OPI

A leading manufacturer of professional nailcare products, sold in 103 countries, OPI has combined pioneering innovation and premium products with iconic colours ever since its inception in 1981



Which nail services should be on a spa menu?

Luxurious manicures and pedicures should be at the top of your spa treatment menu. In addition to natural nailcare, current demand for gel polish has seen products like GelColor by OPI become immensely popular with spa guests. Not only does it provide two weeks of glossy wear, but it's zero drying time means they can carry on with other treatments or relax by the pool straight away.

What makes your brand unique?

Our passion and innovation has never stopped and this is what sets us apart. The launch of OPI Pro Spa – a new professional salon skincare line – brings the quality and efficacy of facial skincare to premium products developed specifically for hands and feet.

What should spas look for in a nail partner?

Think about how a nail brand can elevate your spa services and revenue with the latest technologies and trends. With OPI's consistent investment in research and development, our spa partners are always at the forefront of the industry. OPI is devoted to hand, foot and nailcare so spas can create the absolute best manicure and pedicure services for their clients.

How can nailcare combine with other treatments?

Nail treatments are very versatile, making them a perfect accompaniment to the spa experience. Adding scalp massages to spa pedicure services will enhance the

treatment while allowing nails time to dry. Combining services such as file, scrub and paint during a facial or massage can also help link-sell other services.

How can treatments change with the seasons?

Nail art is a simple and effective way to enhance your seasonal menu. Hugely popular with fashion-conscious clients, they can add £3-5 to your service per nail design. OPI tracks fashion trend predictions far in advance, looking at the important colours for the season, and translates them to suit geographic locations.

How can spas maximise their retail offering?

Clients love leaving a spa with exciting products that help prolong their treatment benefits and enable them to achieve a professional finish at home. OPI has a world-class reputation for creating products that achieve results and our range of eye-catching retail displays will show that your spa cares about their nailcare maintenance beyond the treatment room.

What are the next exciting nail trends?

One is undoubtedly our California Dreaming Collection featuring 12 new colours inspired by California's majestic sunsets and landscapes. The collection's hero shade, Time for a Napa, is a pink coral hue, matched only by the addition of this summer's bright red, plus an evocative, deep metallic twilight gold, and a shimmering slate with brown undertones for a softer take on classic black.

What the experts say...

Stand and deliver: Retail displays deliver promotional opportunities on a different level. By presenting inspirational products for spa guests to take home, OPI displays can provide substantial profits with each inventory

Reward your clients: Keep regular clients happy with free treatments or discounts via a minimum spend incentive or encourage extra bookings with special prices. Asking clients to refer a friend means you can reward both while they spend time together in your spa

Don't follow the crowd: Create memorable and inspiring names for your treatments and diversify services with more than one manicure and pedicure offering to encourage client excitement and new engagement

UK SPA CLIENTS INCLUDE:

Lifehouse Spa and Hotel, Essex
Ragdale Hall Health Hydro and Thermal Spa, Leicestershire
Thornton Hall Hotel & Spa, Wirral
Sopwell House Hotel, Hertfordshire
Brooklands Hotel, Surrey
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ORLY

Founded some 40 years ago by the originator of the French Manicure, Jeff Pink, Orly is an esteemed and respected innovator in natural nailcare with a product range created to place expertise at your fingertips



Which nail services should be on a spa menu?

ORLY has a nail service to suit every lifestyle – Express, Gel, Holistic and Signature. Your clients' needs are ever evolving with more pressures on daily routines so a nail brand that can offer a broad range of nail services is key. A signature offering is the perfect opportunity to set your spa apart from others, and to maximise on those clients that really want a luxury experience.

What makes your brand unique?

We are constantly innovating. For example, this year we launched ORLY Breathable Treatment + Color – a polish and treatment in one bottle. It is breathable, so nails can be nourished while also looking perfectly polished at the same time. It contains a blend of Argan oil, pro-vitamin B5 and vitamin C to help hydrate and heal damaged and weak nails. The all-in-one formula contains a base coat, colour and top coat which cuts manicure times in half and it's '10-free' and halal-certified.

What should spas look for in a nail partner?

A nail brand that supports your business by expanding your treatment menu. We recently launched the 'walking on air' pedicure, a new luxury treatment that includes our latest launch, a specialist callus remover infused with aloe vera and clove to leave the skin baby-soft. The overall experience provides relaxation, regeneration, healing and nourishment and can increase your revenue by enhancing your pedicure to a luxury experience allowing you to increase the price per treatment.

How can nailcare combine with other treatments?

There's mounting evidence to suggest that massaging the foot pressure points could be good for your health. ORLY has included three pressure points in its 'walking on air' pedicure to energise, relieve foot aches and pains, and alleviate stress and anxiety. This new look at pedicure massage adds value and can be made bespoke and prescriptive to the client's needs on that day.

How can treatments change with the seasons?

ORLY's 'walking on air' pedicure offers expert callus removal for feet, as well as the removal of all dry and dead cuticle and skin from the nail plate, which is perfect for the summer. Also, the ORLY PRO range is scented with Italian mandarin to invigorate the senses and capture the essence of the season in one aroma.

How can spas maximise their retail offering?

ORLY's polish mini's are a great add-on retail item to any manicure and allow your clients to take home the colour that they have had during a treatment. We also highly recommend retailing a cuticle oil to lengthen the duration of the client's manicure or pedicure results.

What are the next exciting nail trends?

This year we are seeing a flurry of bright colours and the return of textured nails, with combos of asymmetric swipes and stand-out accents in a partial matte. The old-school French tip is also taking on a new edge with metallic finishes, fresh angles or alternating colours.

What the experts say...

Be expansive: Provide a wide array of nail treatments. As well as traditional manicures and pedicures offer clients a tailored nail consultation – advise them on what solutions they should be using to help their nails grow strong and long

Stay up to date: Keep customers coming back to you by offering them the latest trend-led shades by stocking seasonal collections

Get into training: Ensure staff continue with their training. Nail courses are often inexpensive but will help improve a nail technician's overall efficiency, as well as their product knowledge. It's also a great opportunity for staff to upskill into new areas, which you can then add onto your treatment menu

UK SPA CLIENTS INCLUDE:

Rockliffe Hall, Co. Durham
Bovey Castle, Devon
Dolphin Square, London

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*Results based on test panel of 500 women

B-LINE

Founded in 1989 by Annette Foley-Craigen, independent British company B-Line has pioneered plant-based products and professional treatments to include paraben-free, diabetic-safe and allergy-free ingredients in beauty therapies for hands and feet



Which nail services should be on a spa menu?

Spas are best placed to adopt a holistic approach for manicure, pedicure and extended reflexology treatments. Use unique hero products such as our nut-free Serenity Massage Oil or Skin Treat Hand Serum with Shiitake mushroom extract containing potent antioxidant Gotu kola to firm skin and lighten age spots.

What makes your brand unique?

As an independent pioneering treatment house and a specialist in footcare, we are renowned for high-quality massage oils and created one of the first nut-free oils for allergy sufferers, replacing the almond base with safflower.

What should spas look for in a nail partner?

Purity of ingredients and good therapist training. B-Line's approach enables therapists to educate clients on the importance of foot hygiene.

What are the next exciting nail trends?

Whatever the fashion, healthy skin and nails are a must. Breakthroughs such as Erase, at the heart of B-Line's latest innovation Foot Smoothie, is on-trend to tackle hard skin and cracked heels for this summer.

MORGAN TAYLOR

Launched in 2013, Morgan Taylor has a complete range of professional products, nail treatments and a core collection of over 145 colours

Which nail services should be on a spa menu?

This will vary between spas, but since many tend to avoid artificial enhancements, Morgan Taylor is the perfect brand to carry as it enables nail technicians to offer several versions of high-quality natural nail manicures and pedicures. These can also be complemented by our nail treatments; Make It Last, Matte's A Wrap, Need for Speed, Stick With It and Go Ahead and Grow.

What makes your brand unique?

Put simply, it is our formula. Much more luxurious than many lacquer brands on the market, Morgan Taylor's formula focuses on pigment-dense colours for the best on-nail colour pay-off and a long-wearing formula.

What should spas look for in a nail partner?

Spas promote unique experiences for their customers so look for a nail partner that provides the same service care and luxury to meet your specific market. Each Morgan Taylor lacquer is thoughtfully developed with select ingredients and innovative bottle design for optimum style and performance with the crème de la crème of nail colour.

What are the next exciting nail trends?

Coming into summer 2017 the nail trends will be all about bigger, brighter colour. Neons and ultra-bright crèmes are the finishes of choice. Look to swap a standard pink or coral for a more playful purple or blue.

What the experts say...

Damage limitation: Think about all those clients with damaged nails looking for a manicure. Try REACTmax Strengthening Base Coats with three finishes to suit every nail need

Keep it clean: Use BareLuxury pedicure products to keep the spa clean and hygienic with convenient treatment packets that hold enough product for each individual client

Stay in shape: Healthy nails don't break as much, which means less chipping. Remedy Cuticle Oil used on a daily basis will help clients keep nails and cuticles in optimum shape between visits

UK CLIENTS INCLUDE:

The Spa at Ramside Hall, Durham
Sorbet (Muswell Hill, Crouch End and East Finchley), London
The Bay Laser & Beauty Clinic for Men & Women, Colwyn Bay, Wales

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www.morgantaylorlacquer.com





What the experts say...

Stay on message: Remember that nail hygiene is vital, so encourage clients to continue care at home by using rich nail oil such as B-Line Nail Treat No 2 to reduce the risk of fungal infection

Enhance your nail business: Offer a holistic approach to help clients maintain healthy conditioned hands and feet between visits with products like B-Line Skin Treat to 'lighten, tighten and brighten' skin

Educate clients: Inform people on a realistic level and advise them to the highest standards – from best treatments and key care products to knowing that the foot has 250,000 sweat glands producing an egg cup full of sweat every day

SPA CLIENTS INCLUDE:

Eden Hall Day Spa, Nottinghamshire, UK
Ragdale Hall Health Hydro and Thermal Spa, Leicestershire, UK
A collection of clientele located in Hong Kong and Japan

B-Line

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LEIGHTON DENNY EXPERT NAILS

Established 20 years ago, leading professional nailcare brand Leighton Denny's ethos is based on three fundamental principles; expert formulas, professional results and glamorous colours



Which nail services should spas offer?

The perfect spa menu for nails must range from essential offerings to tailored treatments for skin and nail conditions. Basic nail services should include a shape and re-varnish, and acrylics or hard gel extensions with the added option of a massage or exfoliation for hands and feet. Following essential services, clients can be presented with treatment options to suit their nail and skin care concerns; be it anti-ageing, nail strengthening or cracked heels.

What makes your brand unique?

Leighton Denny Expert Nails products are all created with passion and based on in-depth knowledge of results-driven nailcare. Globally acclaimed for his work with international celebrities and high-end fashion houses, the launch of Leighton's own range of professional quality products has since evolved into one of the world's leading professional nailcare brands, resulting in an MBE for his contribution to the nail and beauty industry.

What should spas look for in a nail partner?

Always choose a brand that is known for its quality in professional products and spa services; one that offers valuable training for spa staff, a dedicated account manager and a comprehensive range of products that enables your spa to present all treatments at a high level. Ensure that each product has carefully chosen ingredients designed to transform the most neglected hands, feet and nails.

What are the next exciting nail trends?

This year's fashion nail trends are on either side of the colour spectrum, with pops of bold colour on the entire nail or used to create an alternative French manicure. On the opposite scale of shade is the trend for nude natural looking nails – which is a great way to incorporate treatment nail polishes and still stay on trend. ●●●●●

What the experts say...

Always create retail space: This area enables staff to engage on the customer journey and easily translate treatment experiences into sales opportunities.

Request training: Your nail brand should provide training on a regular basis to keep staff enthused about products and treatments – it is also an opportunity to create incentives.

Be passionate: If your team is genuinely passionate about the brand, it's products and services, then clients will find it naturally easy to ask advice, purchase products and rebook.

UK SPA CLIENTS INCLUDE:

Urban Retreat Limited, Harrods, London
Calcot Health & Leisure (Barnsley House and Calcot Manor Spa), Gloucestershire
Spa 1877, Sheffield
Rushton Hall Hotel, Northamptonshire
Ockenden Manor, Cuckfield, West Sussex
Pure Spa Group across Scotland

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