

# European Spa

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# Love your feet

B-line's pioneering founder Annette Foley-Craigen tells *European Spa* about the launch of Foot Smoothie, a new express treatment with impressive results

Clockwise from top left: B-Line's urea-based Erase foot spray is part of the Foot Smoothie treatment; the brand's training manager Claire Stokes; B-Line's luxurious bath, massage and body products; founder Annette Foley-Craigen; the brand's hero Skin Treat Hand Serum; a retail collection for home-based footcare

**W**ith a background in theatre and acting, B-line Health & Beauty's vivacious founder and managing director, Annette Foley-Craigen, took the plunge to launch her own independent beauty company, back in 1989.

Since then, the brand has built up a firm reputation for its niche, holistic foot treatments and extensive range of naturally formulated products, available through a growing portfolio of spas, salons and podiatrists.

Based at Harrowby Hall in Lincolnshire, UK, the company's spa treatment repertoire has recently grown with the launch of Foot Smoothie, created for time-poor guests who demand results.

Annette Foley-Craigen, tells *European Spa* why deeper, holistic foot treatments should have a place on every treatment menu and how "looking after your hands and feet is an overall investment into your health and wellbeing".

**What inspired you to set up your own, independent beauty company?**

Feet are my absolute passion. In my previous career as an actress, I would always focus on developing every character from the feet up. When I looked at the possibility of starting B-Line many years ago, I felt there were no comprehensive foot treatments on offer, so I decided to develop a holistic line of treatments and products.

**Why did you call your company B-line?**

B is for 'beautiful, best and British'. When we launched our name really helped to define us. We have always been pioneers and over the years our product range and treatments have been constantly innovated for a very niche market.

**How did B-Line develop as a spa brand?**

Our first big customer was Ragdale Hall Health Hydro and 25 years later they are still using our





products and treatments, along with others on an international client list and a growing portfolio of spas and salons in the UK. We have always focused on foot health but our treatments also complement other professional nail services and demand is growing for excellent, comprehensive holistic foot treatments, as an essential spa service.

**What makes your foot treatments so unique?**

Apart from the quality of our product range, our training is very exacting and we place comfort as a priority for both the therapist and the client. We were also the first company in the UK to put tea tree oil into products, as well as Lavender oil. Together, they work in synergy to give maximum protection for the feet.

**What inspired your Foot Smoothie treatment?**

We already offer two distinctive spa pedicure treatments, namely Essential and Soul Essential, but Foot Smoothie answers the growing demand for a fast, dramatic treatment with immediately visible results. It takes just 20 minutes, but is luxurious, enjoyable and cost-effective. It's perfect for spa guests who wish to get rid of hard, dry skin and cracked heels, immediately.

**How does Foot Smoothie work?**

The setting for the treatment is very important.

Once the client is comfortable we start with a welcoming foot bath, a foot inspection and a consultation with the client about any foot concerns they have. As with all our treatments, hygiene is very important, so our tea tree foot spray is used on the therapist's hands and client's feet before the work begins to remove hard skin.

Next comes the application of our newly launched urea-based foot spray, Erase, which rapidly softens hard dry skin and problem areas such as cracked heels. This allows the therapist to rasp off dead skin without any pain or discomfort.

The final stage of the treatment is a luxurious application of Feet Treat, accompanied by a wonderful foot and lower leg massage to help replace the moisture, before a finishing application of our Heel Appeal cream on the heels.

**What is your hero product?**

We have a very comprehensive range, but it has to be Feet Treat as it is very effective at nourishing, penetrating and rehydrating the skin.

We also love our Skin Treat hand serum, which is luxurious and deeply moisturising, delivering all the lightening, tightening and brightening benefits of shiitake mushroom extract, combined with our unique anti-ageing formulation of plant extracts.

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"Feet are such an important and erotic area of the anatomy. There are 26 bones in each foot, which makes them incredibly complex as well as tremendously hardworking"

**Annette Foley-Craigen**  
 Founder, B-Line

