

B-LINE HEALTH AND BEAUTY

B-Line was created by Annette Foley-Craigen with a vision to raise the profile of footcare as an essential investment in overall health and wellbeing



Annette Foley-Craigen

"I created B-Line Health and Beauty because I believe feet are the gateway to the psyche and their condition can be a good indicator of general health.

"When I founded the brand, I realised there was no comprehensive footcare range that combined functionality with a touch of luxury.

"Consequently, I made it my mission to educate therapists and the wider public not only about the importance of good quality, regular footcare but also the benefits this could bring to their businesses.

"Initial consultation and inspection of the feet is a crucial part of any pedicure but can often be overlooked. Of course, we want the client to feel special and pampered, but the therapist is well placed to establish the condition of the feet (and nails), drawing attention to any possible contra-indications.

"B-Line's products can enhance the spa experience in multiple ways. All our products, whether for feet, body or hands, have been designed to stimulate the senses, making a B-Line pedicure a satisfying experience for both therapists and clients – it really is a fusion of health and beauty."

What the experts say...

Comprehensive knowledge:

Ensure therapists are thoroughly trained in the efficacy of the products they use, their features and benefits. Ideally they should use the brand themselves and have a real passion for it.

Post-treatment: After a treatment, therapists should highlight one 'must-have' product that will offer maximum benefits at home rather than confusing guests with a lengthy list of possibilities.

Discount delight: Offer a voucher with each treatment to encourage clients to buy one full-size product, perhaps at half-price, linked to their specific needs.

UK SPA CLIENTS INCLUDE:

Ragdale Hall Health Hydro and Spa, Leicestershire
Eden Hall Day Spa, Nottinghamshire

B-LINE HEALTH AND BEAUTY
www.b-linebeauty.com

BGA CORP

Based in Paris, BGA Corp manages the four brands created by globally renowned 'foot virtuoso' Bastien Gonzalez: PEDI: MANI: CURE, Reverence de Bastien, BGA Insoles and Foot Fetiche



Bastien Gonzalez

"When I founded BGA Corp, I wanted to create an experience for guests rather than just a pedicure.

"A Bastien pedicure is more than a medical pedicure, as all Bastien Gonzalez treatments are, because they combine wellbeing with elements of medical knowledge and beauty enhancement.

"From our base in Paris, we manage the four brands I have created: PEDI: MANI: CURE Studio by Bastien Gonzalez, which is found in many of the finest hotel spas around the world; our cosmetic range, Reverence de Bastien, which accompanies a newly launched beauty ritual; BGA Insoles, an exclusive concept focused on reducing foot pain; and our new cosmetic brand Foot Fetiche.

"Within spas, for me, the key value comes with the education of the guest and spa clients. In particular, spas should look for results-driven treatments.

"Highly-qualified spa therapists at our partner locations are supported by our strong brand that is purely results-driven. Our products, combined with our unique, award-winning professional techniques, mean that Bastien Gonzalez treatments go beyond offering a five-star experience for spa guests."



What the experts say...

Combine concepts: Creating a treatment package that includes a complementary foot massage is a clever way to encourage your guests to try something new.

Cross-pollination: When considering how to incorporate luxury pedicure services into your spa's menu, consider other, related sectors, such as fitness, to cross-promote the benefits of a foot treatment after a workout session.

Workshop: Encourage your guests to become part of a luxury workshop and put on a regular 'pedicure show' to highlight the many benefits of a superior pedicure treatment.

SPA CLIENTS INCLUDE:

Mandarin Oriental London, UK
Mandarin Oriental Barcelona, Spain
Hotel Métropole, Monte Carlo, Monaco

BGA CORP
www.bastiengonzalez.com