

# StyleSneak

The salon & Journal



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## THE SPA & WELLNESS SUMMIT 2010

ISWA Shapes the Indian spa industry's path to success...

**\* Face to Face**  
**JANELL GEASON**

North American  
Makeup Artist  
of the Year

## TOP TEN FOR 2011

10 New Year's resolutions for you & your business





Ever tReview

# The Spa & Wellness Summit 2010

27th October 2010, Mumbai, India

Ingo Schweder, Simon Shepherdson and Kory Thompson

## The ISWA Spa & Wellness Summit 2010

Shaping the Indian industry's path to success...

The Indian Spa & Wellness Association (ISWA) was launched with a bang on the 27 October 2010 at The Intercontinental – The Lalit in Mumbai. On this occasion, the Association initiated and organized its first Spa & Wellness Summit 2010 in association with StyleSpeak -The Salon and Spa Journal. Attended by important industry players, leading International & Indian spas and suppliers, the Summit proved to be a great meeting ground for everyone connected with the Indian spa and wellness industry.

In association with  
**StyleSpeak**  
The Salon & Spa Journal

**ISWA**  
INDIAN SPA & WELLNESS ASSOCIATION  
The Voice of Indian Spa and Wellness Industry

Presents



**KORY THOMPSON, M.D. MANDARA SPA**

**How did you find your participation in the spa and wellness summit organized by ISWA?**

I was very impressed how everything was organized, with some great speakers. I was equally impressed with the great turnout, and this was all organized in just six weeks!! I look forward to the next Summit!

**What's in store for Mandara Spa and its ventures in India?**

Mandara recently have a tie-up with Novotel who are going to introduce our **Chavana Spa** as the operating brand for their **Novotel Spas**. We are also exploring a number opportunities throughout the country. There has been a great interest in our Mandara and Chavana brands and we are targeting about 30 spas over the next five years. Currently we have one Chavana Spa operating at Four Points by Sheraton in Vashi and expect to announce another location within the next month or so.



ISWA was welcomed and recognised by sister associations in the region including the Thai Spa Association & the APSWC among others. According to Dr Patwardhan, the Association would be looking at forming sub-committees and regional branches in different parts of India in the immediate future to facilitate maximum reach and efficient working.

The traditional lamp lighting ceremony announced the first Spa & Wellness Summit open, with the ISWA Managing Committee members lighting the lamp. With three scientific sessions and a panel discussion, the Summit addressed the key areas of 'Spa Design & Operations'; 'Spa Trends'; 'Key Drivers for Success', and a Panel Discussion on 'Challenges Facing the Industry'.

**StyleSpeak brings you a snapshot of some keynote presentations at the Summit.**

**SESSION I discussed the importance of Spa Design and Operations and was chaired by Ingo Schweder, CEO, Spatality, Thailand.**

Ingo introduced the session saying "There is a lot of segmentation within the spa like Ayurveda, western/ European sections and hence design

The one-day event saw renowned national and international speakers from the spa and wellness sector speaking on key issues concerning this nascent industry. Dr. Rajesh Srinivas, member, ISWA Managing Committee, and CEO Mint Spas played the perfect host as he welcomed delegates and sparked the day with his humor to keep the audience and speakers on their toes throughout the day.

During his inaugural speech **Dr. Manish Patwardhan**, President ISWA and CEO - Spa Consultants, thanked all participants and said, "This meeting is the perfect event to announce the formation of ISWA as the voice of the Indian Spa & Wellness industry." He also mentioned that the formation of

**ISWA Managing Committee**

- President:** Dr. Manish Patwardhan  
**Hon. Secretary:** Siddharth Shetty  
**Members:**  
 Dr Rajesh Srinivas  
 Arpit Sharma  
 Rekha Choudhary  
 Pankaj Sharma  
 Vaishali Shridhar  
 Sandhya Chipalkatti



L - R: Dr.Rajesh Srinivas, Pankaj Sharma, Arpit Sharma, Rekha Chaudhari, Dr.Manish Patwardhan, Siddharth Shetty



L - R: Dr.Rajesh Srinivas, Rekha Chaudhari, Vaishali Sridhar Sandhya Chipalkatti



A Full House at the summit



Paulomi Dhawan



Dr. Rajesh Srivastava

JCKRC Presentation

plays a very crucial role when it comes to developing a spa." **Simon Shepherdson, MD, ILC Ltd., Hong Kong and Kory Thompson, MD Mandara Spas, Dubai** were the keynote speakers in this session.

Simon spoke about 'Functional and Safe Spa Design' and discussed about various spas and design dynamics; what customers enjoy the most about spas; growth markets; basic requirements of a spa e.g. hardware; software such as people, product, and packages.

While Kory spoke about 'Effective Spa Operations' and the importance of going back to basics - like spa designs in hotels; how many treatment rooms needed; menu and pricing; cost of training staff and the importance of reviewing your treatment periodically.

He also stressed the importance of marketing strategies for spa businesses and how social networking can be a huge source of business.

**SESSION II conferred about Spa Trends and was chaired by Prakash Wakankar, Director, BayPark Hotels & Resorts.**

**Ingo Schweder** in his keynote address 'Sustainability in Spa & Wellness Industry' spoke about the USD255 billion global spa industry and how the industry must try to create new revenue models and the importance of looking at what the alternative industry

is doing and take cues from them.

This was followed by a presentation by **Vandana Sundra**, Country Head (India) Eminence, Hungary on the 'Myths and Facts about Organic &

Paula Horan



**INGO SCHWEDER, CEO, Spatality, Thailand.**

**What are the key plus points for putting up a spa in India? The main drawbacks?**

India is the home to key pillars of the ancient and modern spa industry "Ayurveda, Yoga, Meditation"...a true, authentic tradition the world likes and wishes to experience. Such very authentic services related to the country can be incorporated at a level not as easily obtained around the globe. The Indian spa industry represents this and can work on the strength and wisdom of a wellness modality the country has developed, thousands of years ago.

On the other hand, the large domestic audience also likes to experience 'western/modern/foreign' spa and wellness modalities. So, a clearly identified and well structured differentiator for every respective spa needs to be developed.



Drawbacks are the scarcity of trained team members and the missing know how of modern management of spa's services and processes. In addition, Indian developers tend to call in specialists (like us) far too late, thus leading to not always well conceptualized spas.

**What is the role of such conferences in this nascent industry?**

It's very important to draw attention to a Trillion dollar industry which is in it's nascent stages in India and is enjoying a tremendous rebirth of ancient, Indian modalities as well new modalities like Chinese Medicine, lifestyle counseling, nutrition teaching etc.

I am very encouraged by the enthusiasm and drive I've observed in the ISWA committee and at the Conference. I am excited by the commitment being made by ISWA to make a difference and take this industry to a new level. My respect!



Shekhar Badve



Saurabh Garg



Sunil Rao



Jesper Hougaard



Amit Dholakia



Rekha, JC Kapur & Lata Mohan



L - R: Dr. Manish Patwardhan, Rekha Chaudhari & Siddharth Shetty

Natural Products' while **Paula Horan**, Wellness Guru, India, spoke on 'Detox Treatments in the Spa industry' like Ozone treatments, Reiki and the significance of Emotional Freedom Technique (EFT) - an amazing technique that helps in getting rid of pain and trauma. While each Spa offers a selection of treatments on their spa menu, 'The Importance of Signature Treatments' was presented by JCKRC Spa Destination Pvt. Ltd, India.

**SESSION III discussed the Key Drivers for Success.**

**Kory Thompson** was the Chairman for this session, which saw **Shekhar Badve**, Director -Lokus Design Pvt Ltd., India speak about the need for 'Branding & Marketing for Profitable Spas'. He focussed on the need for branding, how to brand and also spoke on how marketing made for profitable spas.

While on the subject of 'Creating Profitable Spas', **Sunil Rao**, Director Marketing and **Saurabh Garg** Director Operations, Four Fountains Spas presented a case study of their venture of the Four Fountains Spas across India, where 'affordability' was the cornerstone of their success. It was left to **Jesper Hougaard**, CMD, Serena Spa Pvt Ltd., India to speak on the most 'talked about' subject in the room - 'Spa Education' and why education and training is critical for success.

**SESSION IV was a panel discussion on 'Challenges for Growth'**

As an industry poised on the verge of a big growth phase, it was only appropriate that the last session of the Summit was a Panel Discussion on "Challenges for Growth".

With **StyleSpeak Editor & Publisher Sandhya Chipalkatti** in the Chair, eight esteemed industry stalwarts formed the Panel. They each were given independent topics which they discussed with their group (of delegates) and



**SIMON SHEPHERDSON MD, ILC, Ltd., Hong Kong .**

**What is the potential of the Indian spa and wellness industry?**

The potential of the spa and wellness industry in India is enormous as the population gets more time and money to indulge their lifestyles, and as they get more educated and aware about the opportunities to improve their health and well-being.

**What are the 3 most important things for an investor to keep in mind while planning a spa?**

- The business model you want to follow - as there are so many types of spa it is important to decide your model
- The location - as with all service businesses, are you in the right place..
- The market - is it big enough to sustain your business? Everything else follows from there..!!



Panelists presenting their conclusions



Disha Meher, Sabrina Hougaard & Vaishali Sridhar



pinpointed key challenges and identify possible solutions and action points.

**The Panellists and their topics were:**

- **Miriam Mathew**, President - Spa Division, Core Wellness Ltd: Creating Awareness and Improving the Perception of the Indian Spa & Wellness Industry
- **Latha Mohan**, Founder - Oryza Spa : Day Spas & Profitability - Challenges & Solutions

• **Dr. Paula Horan**, Wellness Guru: Spas as Temples of Healing

• **Jesper Hougaard**, CMD - Serena Spa Pvt Ltd. : Minimum Standards for Accreditation of Spas

• **Dr. Yogesh**, Founder - Triphala Consultants : Promoting Traditional Indian Therapies like Ayurveda & Yoga

• **Sangeeta Sharma**, Sansha World : Challenges of growing Spa Operations in India

• **Ram Chatterjee**, Club Oasis - Grand Hyatt: Common Minimum Education Standards for Spa Personnel e.g. Therapists

• **Harpreet Baweja**, Founder - Aroma Thai: Are 'Niche' Spa models e.g. Foot Spa/Nail Spa/ Ear Spa etc. viable in the Indian market?

While the Panellists highlighted the challenges and the possible solutions pertaining to their topic, each of them voiced the key underlying concerns of 'Minimum Standards' and 'Education'.

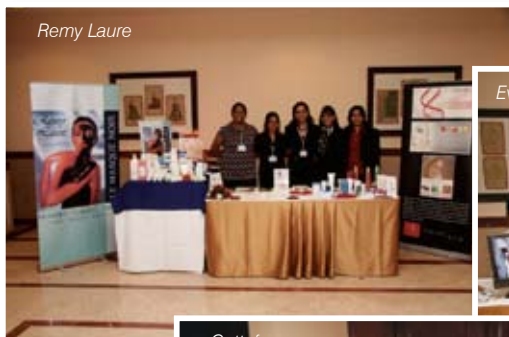
At the end of an excellent conference, the 130 participants were unanimous in their feedback that it shouldn't have been missed by any spa professional!

With the Summit addressing major concerns of the budding Indian spa and wellness industry, it was the perfect launch of ISWA - the Indian Spa and Wellness Association.



Sandhya Chipalkatti

Remy Laure



Evavo



**The Spa & Wellness Summit 2010 was supported by:**

Diamond Partner - Remy Laure, Platinum Partner – Sohum Spa, and Gold Partner – Eminence

The other brands at the show were Gattefosse and Evavo. **SS**

Gattefosse



Vandana Sundra at the Eminence Counter

