



Boom TIME

Ready to bring female **baby boomers** into your spa? Check out our primer on the different boomer breeds and their varying needs.

WHEN YOU'RE RAISING KIDS, GROWING A CAREER—OR BOTH—PLEASURES SUCH AS LONG showers, lazy afternoons and spa-hopping with friends don't exactly work their way onto your calendar. But what happens when you pull back on life's throttle? Or when the kids grow up and move out? "Mommy and me" time becomes simply "me time."

That's why female baby boomers (women aged 47-65) are a booming market for spas today. But don't be misled, there's a wide range of boomer types: from the competitive CEO to the Empty Nester. What unites all these women? They're focusing on their *own* needs more than ever before.

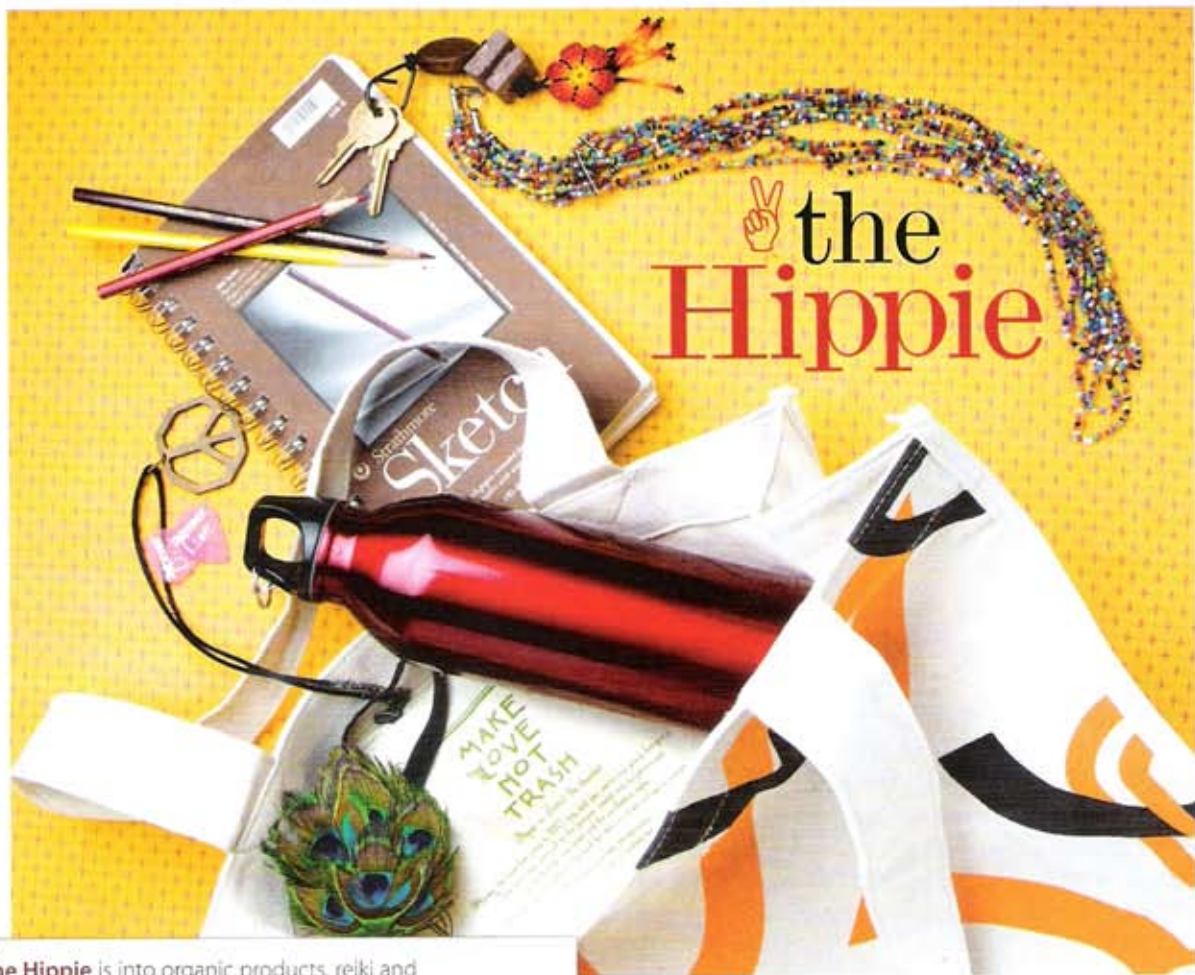
"Baby boomers represent the largest growth in clients for us and I'm seeing the same for the other spas I work with," says Keith West-Harrison, co-owner of Great Face & Body (greatfaceandbody.com) in Albuquerque, New Mexico.

"This is a very important client to cater to," says Nancy Trent, president of consulting firm Trent & Co., Inc. (trentandcompany.com). "Not only do they have more money to spend now, but they are concerned about aging gracefully."

DAYS SPA pow-wowed with several spa owners and consultants who have successfully tapped the boomer market to bring you insider tips on the treatments and services that best cater to this lucrative demographic.

By Carrie Borzillo

PHOTOGRAPHY: ARMANDO SANCHEZ; STYLING: DANIELLE CASERAS



the Hippie

The Hippie is into organic products, reiki and aromatherapy—all in the name of staying balanced and harmonious. She wants to get a good deal but will pay for services that keep her mind and body in tune. Harsh peels or injectables are out. She wants to look her best by the most noninvasive means possible.

Major concerns: Relaxation, body and spirit balancing, natural menopause remedies

THIS BOOMER IS MORE FOCUSED ON HOW SHE *FEELS* THAN how she *looks* when she leaves the spa. Treatments that help her feel relaxed, balanced and a little less achy are key to keeping her happy. "Spas should consider adding group meditation classes. Women like doing things together, and nothing makes you look younger than being truly relaxed," suggests Trent. "A 'meditation facial' where the therapist takes the client through a guided meditation before, during and after an oxygen facial, also works."

Great Face & Body's menu is chock-full of eco-friendly items for this client. "Our E-Koh-Do—or incense appreciation—Scrub [60 min./\$85] is based on five incense-inspired themes: earth, air, water, space, fire. It also uses organic oils and organic, fair-trade sugar for the scrubs. It's the total hippie treatment," says West-Harrison.

Since au naturel is the name of the game for this nature-loving spa-goer, Suddenly Slimmer Wellness Center & Day Spa (suddenlyslimmer.com) in Phoenix has a few natural, noninvasive treatments just for her.

"We do a lot of our Suddenly Slimmer mineral body wraps on these women. Another popular service is our cosmetic acupuncture [first visit \$210], a natural face-lift using ancient Chinese medicine. It promotes collagen production and skin elasticity," says spa director Jeanie Marcelino.

Bella Nova Day Spa & Retreat (bellanovaspa.com) in Houston developed a down-to-earth treatment for hot flashes brought on by menopause. "Our Texas Chiller Stone Massage [55 min./\$110] is great for baby boomers. We use cooler, room temperature stones—instead of the hot variety," says owner Julie Puccio.

Clin-Spa Clinical Aesthetics (clin-spa.com) in Gaithersburg, Maryland, relies on an Epicuren Non-Surgical Face Lift (70-90 min./\$125) for the hippie boomer. "Epicuren Discovery products contain natural ingredients and the treatment also includes a hand, arm, foot and lower leg massage which the hippie type fully enjoys," says owner Lori Kushner.

West-Harrison finds that organic restaurants, health food stores and even local farmers' markets are a great way to reach this woman. "We take our pretty people, put them in spa robes and flip-flops, and send them out to farmers' markets to hand out information," he says. "We also work with the local humane society. We sell facials at a discount and give the organization half of the money that we bring in. We do no advertising; it's all networking, networking, networking."



The CEO needs to look good to compete with the younger executives hot on her heels. She's no stranger to injectables like Botox and Juvéderm. For this woman—who has little time, but wants lots of results—express services are key.

Major concerns: Crow's feet, sagging skin, fine lines, dark circles, thin lips

SHE'S THE MASTER MULTITASKER, AND THAT'S EXACTLY what she wants from her spa visits. "Compound services in which you can fit as much as possible into one hour is what this woman needs," says Trent, who cites, as an example, Face to Face NYC's (facetofaceny.com) NY Minute Treatment, a facial that combines mini-microdermabrasion with an oxygen mist in a 30-minute treatment for \$130.

"They need a wham-bam, thank-you-ma'am experience," adds West-Harrison. "It's why we created E2: The Exceptional Experience Facial (90 min./\$329). It's a facial with everything in one treatment: a warm sugar foot scrub, toning arm wrap, neck rejuvenation and healing body balancing. Our description really gets them; we say it's perfect for the Queen of England."

The CEO also needs age-defying treatments to help her "stay marketable in an increasingly competitive global market," says Suddenly Slimmer's Marcelino. "The unemployment rate is high," she says, "and our clients don't want to risk losing a job or another position to a younger or more attractive candidate." The Baby Boomer Peel (45 min./\$150), one of Suddenly

Slimmer's most popular treatments, targets sagging and hyperpigmented skin, using a low-concentration combination of lactic and salicylic acid for a shorter down time with peeling.

Three years ago, Bella Nova turned their slow Thursdays into a popular Baby Boomers' Wellness Day for clients over 50, offering 15% discounts on all services and 10% discounts on all face and body products. The spa also put Botox, Juvéderm, photo facials, eyelash thickening treatments and permanent makeup on the menu to help their boomers defy aging. "Botox and Juvéderm are more 'medical spa,'" says Puccio, "but our clients were asking about it so we found a nurse who works for a doctor who was willing to let her go to spas to do this service."

Puccio notes that education is key when it comes to these more aggressive treatments, so she sends out informational "Did you know?" flyers with facts on Botox and fillers. Likewise, West-Harrison hosts a twice-monthly "Sunday School" at Great Face & Body, featuring wellness, health and skincare classes. His best tip for marketing to the CEO? Team with local media. "Our *New Mexico Business Weekly* journal does an article on the top 25 women CEOs every year. When they get their plaque at the awards banquet, they also get a gift card for our E2 facial," he says. "We tag them as power brokers in our extensive database, so if we want to market directly to them, we can just pull them up by category."

the
CEO



the Socialite

The Socialite always looks polished whether she's organizing charity galas, sitting on the boards of local cultural institutions or just jet-setting between her homes in Aspen, Manhattan and Beverly Hills. She is super-savvy when it comes to the hottest new skincare trends.

Major concerns: Looking younger, being the first to try the latest treatments, reducing fine lines, having fuller lips

THIS BOOMER IS THE BELLE OF THE BALL—ONE SHE USUALLY organizes—and she needs to look her best, which to her means 10 years younger. “You can use more aggressive treatments that require downtime because she typically doesn’t work,” says Suddenly Slimmer’s Marcelino, whose most popular treatments for this boomer include a 30-minute, \$325 Vi Peel, a medical-grade service that, she says, “erases years off the face in days.” Botox, dermal fillers and the spa’s signature Cellulite Massage with LED (50 min./\$120) are other Socialite top-sellers. When it comes to attracting the Socialite, caviar scrubs, diamond facials and 24-karat gold treatments convey the kind of glitzy cachet that they seek. “They want the wow factor, to feel like a celebrity,” says Bella Nova’s Puccio, whose spa offers a Hollywood Facial (120 min./\$250) and Cleopatra

Facial with 24-Karat Gold Masque (75 min./\$150).

Trent suggests thinking about this woman’s routine—the jet-setting and partying—and creating treatments that ease the strains of her active lifestyle. Face to Face NYC’s body treatments include Indecent Sweat for hangovers and jet lag (90 min./\$180), and the Betty Ford Treatment (135 min./\$300), which is pitched on the service menu with: “One too many cocktails? Bloated? Pooped out at parties?”

And let’s not forget: the socialite is prone to wearing uncomfortable shoes all night. “Along with foot treatments, sell aromatherapy slippers in your retail area for this client,” adds Trent. She and Puccio both suggest adding teeth-whitening services and products for the Socialite who wants her pearly whites, well, pearly white. And be sure to offer up your space to her and her fabulous friends for their events and parties. “We do a girls’ night for their charities,” says West-Harrison. “They pay a set price to get treatments and we provide wine and food. It gets more people into our spa and it enhances their desire to keep coming back to us.”

the Empty Nester



The Empty Nester may never have stepped into a spa before and now she wants to see what she's been missing. After caring for others for so many years, personal health and wellness is a new pursuit, and feeling good is her mission.

Major concerns: Energy, weight loss, fine and deep lines, feeling rejuvenated

FOR THE FIRST TIME IN DECADES, THE EMPTY NESTER has ample time on her hands and extra money in her pocket. She may have feigned disinterest in the early spa craze, but now she's willing to give it a shot. "She's trying new things and oftentimes you need to hold her hand a bit more," says Bella Nova's Puccio, who notes that first-timers are more accepting of basic facials, body treatments and massages. "Treatments that help with joint pain and achiness from menopause are great, and so are specialty facials, like our Cinderella Facial [60 min./\$130], which includes a tightening mask that produces a visible difference afterward," Puccio says.

Education is key for this boomer type. "They usual-

ly start by coming in for massages and facials, then we teach them how to take care of their skin and bodies," says Marcelino. "Mini services that are not invasive help to introduce these new ideas. And we use a combination of educational seminars, open houses, informative newsletters and spa events to reach them."

The Empty Nester has spent years taking care of others; now it's time to take care of herself—and live a little! Great Face & Body's "Face-ssage" (75 min./\$175)—a facial, massage and yoga—covers all the feel-good bases. Suddenly Slimmer even offers pole-dancing classes to help spice things up in the bedroom, which, as Trent notes, is a perfect way to cater to boomers of all types, but especially the Empty Nester. "All of a sudden their children are gone and they get to have a rebirth of romance," Trent says. "Sex education classes are a good idea. So is selling beautiful sex toys. After all, there are many health benefits to a fulfilling sex life!" •

Carrie Borzillo is a Los Angeles-based journalist and author.