

## Dubai Moves to Join a 'Spa-cial' List of International Centres

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DUBAI — With an unprecedented growth of the spa industry, Dubai joins an already established network of international anti-ageing events.

More than 70 international experts will gather in Dubai on November 7-9 at the Dubai World Trade Centre to present the latest scientific research, at the premiere Dubai Congress on Anti-Ageing and Aesthetic Medicine.

The event is being organised by Tarsus and The American Academy of Anti-Ageing Medicine (A4M).

Similar events have already been held at venues, including in Las Vegas, Singapore, Tokyo, Germany, China and Mumbai.

As part of the American Academy of Anti-Ageing Medicine (A4M) event, the special workshop, "Medical Spa: Combining the Traditional Spa with the Medical Clinic", will take place on November 7, and will cover all aspects from concepts and design, to hiring the right team as well as how to manage and market the spa and incorporating retail strategies that will produce revenue.

Bryan Durocher is founder of Durocher Enterprises, which provides coaching, consulting and marketing solutions for spa industry professionals internationally. Joining him will be Manon Pilon, medical spa consultant, world recognised guest speaker, researcher, medical aesthetician and International Director of Education for Derme.ca.

The global spa economy is estimated to be worth over \$250 billion, according to a recent report unveiled at the 2008 Global Spa Summit in New York.

"Traditional spa services are a staple cornerstone of this lucrative market," says Durocher. "Two of the strongest front runners in the explosive growth are the advance of the Medi Spa and the movement towards integrative wellness treating the mind, body and spirit."

Medical spas offer a range of therapies under the supervision of trained medical personnel but in the surroundings of a relaxing spa environment.

The medical spa industry in the US saw sales exceed \$1 billion in 2006, a significant increase from \$450 million in 2004.

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