

Author, television personality, and beauty industry expert, *Bryan Durocher* shares his views on the trends within the professional beauty and medical spa arena.

global medispa trends

Our industry is changing rapidly due to demand and available technologies. Having a finger on the pulse of the latest on the global beauty economy ensures one stays on the leading edge of success. The consumer is getting ever savvy and it is necessary to stay on the cutting edge of service and treatments trends to stay relevant. Here we attempt to give you a bird's eye view and a fast-track look on where we are headed and how to be successful along the way into the future

TRENDS

- **Men.** The number of men visiting spas has increased by 25 – 30%. About the same numbers are opting to do plastic surgery.
- **The Next Growth Opportunities** are in Nutritional Supplements. Savvy manufacturers will seek to market new supplement formats.
- **Premium Personal Care.** The growing market for natural and organic personal care products combines with an increasing number of consumers seeking premium personal care products and benefits beyond their traditional use.
- **Consumers of naturals and organics** are looking for a more sophisticated connection to their purchases
- **The Natural Marketing Institute (NMI)** has stated that 28% of the general

population desire natural personal care products fortified with functional ingredients.

EUROPEAN SPA MARKET

- **EUROPE.** Western Europe is the current leader based on product sales. Body care is its largest market at \$3.3 billion. Anti-cellulite is its fastest growth market, expanding 112% between 1997 and 2004. (Source: *London Daily Telegraph and Natural Marketing Institute*)
- Increasingly, people are travelling abroad for cosmetic surgery because they are drawn by prices that are often half those in the United Kingdom and other parts of Europe, as well as by the possibility of combining it with a holiday.

(Source: *London Daily Telegraph and Natural Marketing Institute*)

Spa Hotel on Lake Heviz in Hungary starts with a full medical examination and prescription. The physician may adjust the type and amount of treatments during the stay depending on patient's response to the procedures. After completing the programme, the physician will issue a final report with recommendations for everyday life.

Spa Dudince in Slovakia offers a wide range of personalized healing treatments under the supervision of licensed care professionals. The Medical Centre has its own research-consulting team that consists of the representatives from clinics of the Slovakian University.



China's \$6.3 billion cosmetic market has averaged 20 – 25% annual growth over the last five years

INTERESTING EUROPEAN TREATMENTS:

- Gas envelope – CO₂ gas bath optimizes gas that is formed underground and issues from fissures in the earth. Part of the body is covered in plastic bag filled with gas that may be absorbed through clothes. Treatment is 10 – 30 minutes
- Gas Injection – Gas is collected from natural springs and applied under skin (prior screening is required). Injections are administered – 20-50 ml per injection. Expect to have puffy skin for about one hour where injection is administered. This is due to the gradual absorption of the gas.
- Hanging exercise – Exercises are performed in thermal pool. The physician will advise it for people with severely damaged muscular functions as well as neck and back pain. The lack of gravitation helps to relieve the limbs from pain.

ASIA PACIFIC CHINA

China's \$6.3 billion cosmetic market has averaged 20 – 25% annual growth over the last five years and is expected to reach \$36.2 billion in sales by 2010.

INDIA

- Merging medical expertise and tourism became government policy when finance minister Jaswant Singh, in this year's budget, called for India to become a "global health destination". Revenues expected to top \$2 billion by 2012. (Source: *Financial Times*)
- As Eastern philosophy was introduced to the masses by Buddhism and Confucianism, Asian spa treatments often combine both mental and physical rejuvenation. By treating the mind, body and spirit as one (note: mind is focused on primary to the body), Asian spa

techniques focus on the whole person holistically.

- The main focus in Asian treatments is health and wellness. The focus on beauty has become more prominent as this is still included in the aspect of the "body" and affects the "mind" in the mind-body-spirit balance within the sphere of chi.

JAPAN

Japan has the second largest skincare market in the world. Nutraceutical beauty beverages also are very popular in the East. One popular nutraceutical drink has a tagline that reads "Drink to make a beautiful face."

NORTH AMERICA

- The beauty, health and fitness industry is expected to grow into a \$1 trillion business by 2010.
- In the United States, the demand for natural products in cosmetics and personal care is projected to increase 7.5% annually to \$1 billion in 2008. The United States experienced the largest number of natural or organic launches in 2004 at 1,022.
- In the United States alone, the market for anti-ageing skincare products is valued at nearly \$2.5 billion.
- Financial Facts:
There were estimatedly 14,615 spas in the United States in August 2007, up 6% from 13,757 spas in August 2006. There were 10,128 spas in April 2004. (Source: ISPA)

- There are over 1,000 Medical Spas in the U.S. (Source: ISPA)
- While there were more spas in the United States, revenues actually fell 3.4% from \$9.7 billion in 2005 to \$9.4 billion in 2006. (Source: ISPA)
- Revenues at medical spas more than doubled from \$450 million in 2004 to \$1 billion in 2006. (Source: ISPA)
- There were 110 million spa visits in 2006, a 16% decline from the 131 million spa visits in 2005. (Source: ISPA)

SOUTH AMERICA

- Venezuela has a large range of cosmetic surgery options. The country is a world leader in cosmetic surgery, with more procedures carried out per capita than any other nation. Options available to clients include cosmetic dentistry, anti-obesity surgery, and the latest skin and body treatments.
- The stigma attached to cosmetic surgery in other countries does not exist in Venezuela.
- People talk about surgery as freely as going to the dentist and this consequently leads to more and more people opting to go under the surgeon's knife. This boom has led to surgeons constantly perfecting their technique and being up-to-the-minute with the latest procedures.
- With their plastic surgery done in Argentina, international patients are able to save up to 70% from the prices typically charged in the United States or Europe.
- Argentines are obsessed with appearance; they are fashionably thin and well dressed, regardless of income.
- *Portenos* (those born in Buenos Aires) are equally artful with their bodies. They're wild about plastic surgery and brag of their tummy tucks, breast implants and reformed noses. Even the nation's former president, Carlos Menem, proudly announced that he has had his hairline moved and his cheekbones touched up by plastic surgery. ■



WATCH LIST!

Terms such as "holistic", "chi", "increased skin energy" and "euphoria-like feelings" are new buzz words in products and raw materials today. Therefore, along with the physical benefits of a product, consumers can expect psychological ones, as well.

Treatment trends:

Body treatments

Indigenous signature treatments

LED treatments

Personal skincare devices

Non-invasive treatments

Combination therapies

Imaging devices

Education with more detailed reporting

Information about their skin

Build trust with their clients

A direct link to their product and service offering

Beauty Timeline shows the stages & changes

Med Spa Business Drivers

Retail

Referral

Pre-booking

Consultation Role-play dialogues

Attention to details as clients invest in an experience...



Bryan Durocher is the author of *Wake Up Live the Life You Love in Beauty*, a contributor to NBC South Florida Today, an expert for Health Journal TV and Life and Leisure TV and the founder of Durocher Enterprises. Durocher Enterprises provides coaching, consulting, marketing solutions, international trends for med spas, spa and salon professionals internationally. He is also one of the keynote speakers in the recent SpaAsia Wellness Summit 2007 in Manila. www.durocherenterprises.com