

# GLOBAL TRENDS: FINGERS ON THE PULSE

Being informed in an industry that changes and expands exponentially may not be enough to stay ahead of the competition. Bryan Durocher shares his views.

The pace of expansion of the global beauty industry is exponential. The pace of growth that is supported by information explosion has created a new breed of consumers that are more discerning. Growing in tandem with this is an ageing population that is becoming more sophisticated. This has created a huge demand for results-oriented treatments and products. They want to look and feel younger for longer. Medical and spa professionals who are looking to capitalize on a new and unlimited income stream must be educated on what is available and happening in the world of beauty, age management, wellness, and the medical spa from a treatment and business perspective.

Cutting-edge information on products, ingredients, services, and consumer demands in this fast-changing industry allows medical spas to seize financial opportunity and build

their bottom line in a way this industry has not seen before. This new wave of business entrepreneurs must also ensure that they have a game plan as to what their unique selling positions, customer retention strategies, and specific training protocols are. This segment of the marketplace is becoming increasingly important as many medical day spas are opening up on the "me-too" bandwagon.

There are distinct trends that vary, depending on whether you are in the U.S., European, or emerging markets. Understanding what your target market consumer is buying from a lifestyle perspective is critical. The U.S. market is enjoying significant growth with fillers, treatments such as pixel, radius, and laser therapies as its baby boomers with deep pockets fight the signs of ageing. With the spa industry now turning out to be the fourth largest leisure activity in the U.S. and 70% percent of American women never having set

foot in one, the potential is staggering. Western Europe is the current leader based on product sales. Body care is its largest market at USD3.3 billion. Anti-cellulite is its fastest growth market, expanding by 112% between 1997 and 2004. Japan has the second largest skin care market in the world. On top of that, Japan has a significant ageing population.

Nutraceutical beauty beverages also are very popular in the East. One popular nutraceutical drink, Kaigen Fushin-san no Biyo Sogo, has a tagline that reads "drink to make a beautiful face."

Expect substantial growth in the Chinese market. China's USD6.3 billion cosmetic market has averaged 20-25% annual growth over the last five years and is expected to reach USD36.2 billion in sales by 2010.



## MEDISPA BRAND MARKETING AND PROMOTION

Word-of-mouth marketing is the strongest in this sector. Potential clients trust a personal recommendation from someone who has had successful results with a facility. The most effective marketing programmes are those that can be tracked. Referral programmes and complimentary consultations are effective when marketing offerings of an expanding service. Unique selling points and brand distinction based upon training, experience, and accreditation are key to any medical spa's marketing programme.

## STAFFING STRUCTURES

Systems need to be in place to bring the medical and spa perspectives together based upon pay structure and goals that tie into the essential drivers of your business sales, retail, referral, packages, and pre-booking. The medispa needs to allow for team members to have unlimited income earning potential while still allowing for profitability. At the same time, the perspective of people coming together from the medical and traditional spa environments must also be addressed.

## THE EXTRAORDINARY CLIENT EXPERIENCE

The attention to detail in delivering service keeps client loyalty and allows for the significant dollar investment. Branding your client's experience will set your company apart from all other businesses who provide similar services. Clients will pay top dollar for a service and experience that pays attention to quality and detail. VIP programmes that reward frequent spenders and complimentary add-on services keep clients coming back.

Technology and science have ushered in a new age in man's pursuit of youth and vitality. Enjoyment: Results-oriented treatments and services delivered by trained professionals in a spa environment are here to stay. Understanding these opportunities and having a solid business plan is a must for any medispa owner or entrepreneur that wants unlimited income potential and a business that can be successfully sustained. ■■

*\* Source National Marketing Institute*

Herbal is big in India's personal care market. Basic products such as toothpaste and creams often contain natural ingredients. With a population almost rivaling China in size, this is a market on the rise. One vital thing to consider with all of these emerging countries stepping out into the forefront is what training, protocol, and safeguarding regulations will be put in place to protect the consumer and still allow for this business opportunity?

The medical day spa too need not miss out on these opportunities. One is the growing men's market. Understanding what demographics to capitalize on and why they buy nutritional products and the part they play in beauty and health regimen and the expanding premium personal care market. How to maximize sales with luxury products, signature treatments and protocols, as well as the use of indigenous ingredients must also feature significantly

in a study of trends. This is so because the rise of consumer awareness with regards to body treatments and products, non-invasive options, and personal skincare devices all distinguish one from another competitor based upon global product resources, service trends and ingredients.

The trend towards natural ingredients is on the rise and now consumers want more than just a product that produces results. They are looking from a "holistic" perspective and or buying into a greater lifestyle concept and psychological well-being. The medical day spa needs to focus on retail identity, product mission, branding options and selection options. They should all be based upon manufacturer support, price point, and staff training. This segment of the market has the impact for the greatest retail revenue of all the segments of the professional beauty industry.

### BRYAN DUROCHER'S BIO

Bryan Durocher is the author of *Wakeup Live the Life You Love in Beauty*, an expert for Health Journal TV, Life and Leisure TV, and contributor to NBC South Florida Today. He is the founder of Durocher Enterprises. Durocher Enterprises provides coaching, consulting, global industry trends, marketing solutions, and website/e-commerce development for medispas, spa and industry professionals internationally.

Durocher Enterprises has been published in many articles and has provided business education internationally including International Beauty Show NY, Organization Mondiale Moscow, Allured's Face & Body, America's Spa Expo, ISSE, the Premiere Beauty Shows and the International Esthetics, Cosmetics, and Spa Conference.

Bryan Durocher will be presenting "Global Medispa Trends" at SpaAsia Wellness Summit 2007.