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BUSINESS TRENDS

INSIDER SPA

SEPTEMBER

Nearly half of you think it's worse than last September – but bookings were up

If you had your way, spas would get bigger: you say the one thing, apart from the recession ending, that would bring more money in is more space. As with all three sectors, the best way to guarantee a product gets on your shelves is for it to work on you first. Marginally, September was not a good month, but more treatments were performed than last month. You are willing to employ male therapists in your spa, with many of you telling us you already do.

The month in numbers

» How did your overall business in September 2009 compare with September 2008?



» What was your most popular retail item?

- 1 Moisturiser
- 2 Mineral foundation
- 3 Cleanser
- 4 Body oil



AVERAGE TREATMENT ROOM OCCUPANCY

72%

PERCENTAGE NET PROFIT THIS MONTH

18%

PERCENTAGE OF CLIENTS WHO REBOOKED IN SEPTEMBER

33%

NUMBER OF TREATMENTS PERFORMED PER WEEK

196

BIGGEST SALE AT RETAIL

£223



On the spot

» What convinces you to buy a product?

- 1 Proven results on oneself
- 2 Client demand
- 3 Quality of ingredients
- 4 Ethical formulation



» What has been the best new product of 2009?

- 1 Aroma Night Cream by Décleor
- 2 Beauty Diamond Anti-Ageing Cream by Carita
- 3 Visible Brilliance by Elemis
- 4 Lava Shells



» Who would you give an Outstanding Achievement award to at the PB Awards?

- 1 Susan Harmsworth (pictured)
- 2 Noella Gabriel
- 3 Fiona Brackenbury
- 4 Alistair Johnson

» What would help your business generate more money?

- 1 More floor space
- 2 Larger marketing budget
- 3 A refurbishment
- 4 The end of the recession

75%

of you would hire a male therapist for your business

46%

of you change your treatment menu for winter

METHODOLOGY Insider is compiled from a monthly telephone survey of 100 spas, 100 nail salons and 100 beauty salons. The survey is conducted by us, exclusively for you. The people who participated represent a cross-section of the industry from high end spas to high street salons and mobile techs. They were polled by phone from October 1-7, regarding business for the four weeks to September 30. The figures given represent the mean score for each answer. Brands are ranked when mentioned by several salons. Those brands listed at the top received the most number of mentions. Thank you to everyone who participated in this month's survey.

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