

Le Beau Day Spa

SKIN AND BODY MANAGEMENT

A Guide to the Top 10 Things To Look For In A Spa or Salon

Written by Karen Skewes

Le Beau Day Spa , Perth
www.day-spa-perth.com.au

lebeau1@bigpond.com

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About The Author

I'm the Founder and Director of Le Beau Day Spa, Perth. Through an affable, determined and resilient personality, I have leapt hurdles including a brain haemorrhage and low starting budget to push Le Beau to the multimillion dollar enterprise which sits at the forefront of its industry today. I strive for perfection and help others do their best by my constant input and mentoring in the running of not only my own business, but also others' businesses through the sale of my business manual Million Dollar Salon and Spa Procedures and Operation and many inspirational seminars and published editorials.



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While I love to educate myself on making my business and lifestyle better, I also enjoy making my staff successful and learning of successes in other Salons who have utilised my book.

I see no need for others to endure the hardships, bureaucratic difficulties and uncertainties I faced during the birth and nurturing of Le Beau. This is the purpose behind the publication of my 'industry secrets'.

Teamed with the distribution of my business manual, I also give lectures (generally unpaid) at industry seminars and contribute to industry magazines as a writer and occasional guest editor. This is evidence of my desire to help others to attain success over pain and failure. My thirst for knowledge is almost equal to my desire to share this knowledge.

Returning to the workings of my own Salon, I keep an open door policy for my staff, ensuring weekly training sessions are adhered to and I encourage the asking of questions and swift replies. I believes in 'auditioning' all prospective staff and then giving them constant education, feedback, encour-



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agement and support throughout their time with me, resulting in an excellent, close-knit team, several of whom have been with me for many years. I employ consultants to train staff both in Salon equipment and products, as well as life and business motivation. Regular incentives are offered and, of course, constant thanks for jobs well done. As I have said of my team **“I need to involve them in discussions and make them accountable for themselves. If you choose the right staff they blossom with responsibility. It shows to them how important they are and it gives them a sense of ownership”**.

Of course, Le Beau would be nothing without its satisfied clientele, and here my philosophy again extends to the betterment of others, being that clients are holistically indulged and pampered to the extent that they need think of nothing but ‘being’. I believe each person should leave Le Beau feeling that their lives have been enhanced.

Along with maintaining an elite Day Spa, my vision of helping others extends to disabled access for my Salon, leading by example in the use of low impact environmental solutions including power saving equipment and recycling of waste water, as well as being a member and contributor to many charities and organisations, particularly the **WA Breast Cancer Association**.

My motto is “Why do tomorrow what you can do today?” In my business I am passionate about results, client satisfaction and their experience.

It’s amazing what can be achieved with very little money and an abundance of passion, drive and belief in oneself. I have been described as a powerhouse in a petite package, constantly motivated, visualising, creating new innovations and continually striving for excellence. I mix motherhood with business, determination and care.

My passion lies with policy, procedures and systems and in educating other spa and salon owners on the importance of strong placement of them in their business.

Le Beau Day Spa has won a huge list of national and state awards and is recognised universally.

Regards,

Karen Skewes.



1. Staff qualifications, knowledge and experience.

Your treatment and your results are taken very seriously. It is because of this that only qualified aestheticians with at least 5 years experience perform your treatments. All of our staff are over 25 years of age and this helps to ensure a highly mature, well educated and skilled team.

2. How are calls and walk in's dealt with during the spa experience?

It is important that your treatment is not interrupted. To ensure a high level of client service and attention for both the guests in the spa and clients booking in, there are two qualified beauty therapists who are dedicated to reception full time. This ensures a high level of service to anyone with an enquiry, a warm welcome to all guests and most importantly, stops therapists from having to interrupt your treatment to serve others. The guest pays for their time and it belongs to them!

3. Relaxation time before and after your treatment.

The time before and after your service are as equally important as the actual treatment. Most people are rushing to make their appointment. Many salons will push you straight into your treatment. You need some time to just breath, settle and leave the world at the door first. You go into the relaxation area, with a soothing herbal tea and warm towel, prior to beginning your treatment to calm yourself so you get the most out of your treatment.

After your treatment it is equally important, to be given the time to join the real world – by chilling out in the relaxation area. This may be for as long as you like, if you have the time you may like to bring a good book! A light refreshment of your choice is served and you are given time to 'just be'.



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4. What are the little things that make it special?

You feeling overly satisfied is the most important thing. From booking you in, to the service itself, the focus is on what YOU want and what is important to YOU. We don't want to give away all the surprises that are in store for you but rest assured – chocolate, yummy coffee and tea, warm beds and a therapist who really cares about your results and will never leave you unattended – all this is at the top of the list. You can expect the best!

5. After care policy.

Most salons and Spas think that their service starts when you walk in and that your service ends when you leave. This should not be the case, the service is constant even when you are not physically present in the spa. How? When you visit you should be impressed with the after care you receive, ie follow up calls to ensure you are happy.

6. What products are being used in Your treatment?

This is always something you must examine closely, especially if you are someone who buys on price. Most spas and salons providing a cheap service have to cut costs in other areas. Usually it is (1) quality of staff, (2) products used, (3) hygiene, (4) level of service and (5) the little things (6) Training. All of this impacts not only on the results you achieve but also your experience. When examining products you need to look at these factors; quality of product, how they are being used and are the therapists actually trained to use the products. These are all hugely important and will have a huge impact on the quality and results of your treatment.

Some salons and spas will bulk buy 'no name brands' from overseas. This is very cost effective to the business but is of no benefit to the client! When trying to cut costs other salons will fill toners with water and masks, cream and cleansers with fillers such as sorbolene cream. Shocked? I could go on ...

Results should be the Spas passion. Only the top ranges in facials to ensure you get the best possible results.. All treatments should be professional, in salon treatments, not masks you could purchase for home care. The therapists should be constantly trained and updated on quality products which means results!



7. Does the salon or spa have a goal? Do they and their team have a clear understanding of their shared philosophy?

Spa Philosophy – to raise the standards in spas and salons in Australia. To maintain the most professional, educated, dedicated and satisfied team who are recognised for their efforts and commitment to you and the industry.

Dedicated to changing and improving with the trends that work and to grow within the industry. Dedicated to delivering above and beyond your expectations. Committed to excellence and results.

The spa should be striving to that run like a well oiled machine and to have you, the guest treated as an individual and have your OWN needs met.

You should be looking for a spa that aims to have a team that are clear on what is expected of them, who are clear about their responsibilities, duties and personal goals.

Who wish to have harmony and to achieve results. You should feel like you don't want to leave. A place just to be.

8. Are results important?

Results are extremely important to today's client. Going to a salon or Spa is not a treat these days, it is a part of many women, and men's, lives. People want 'bang for their buck'.

Results is everything and the Spa should go to great lengths when they book your appointment to find out what your focus is and what you want to work on. They should take the time to educate you on what they offer to get the results you want.

"Your results are our passion."



9. Insurance.

Insurance is very costly to salons and many these days do not carry client indemnity insurance. This should be an important factor when choosing your spa / salon.

10. Hygiene policy.

This may be the last point but in no way is it the least important. Many spas and salons fail to invest the time and money and education in a hygiene policy. A good Spa will have full time hygienist who is in charge of hygiene of all equipment, food preparation, bathrooms, linen and overall salon cleanliness. This is a costly but necessary service that must be on offer.

All equipment must be sterilized in a sterilising unit and bagged in sealed Uni Pouches to ensure the highest level of hygiene for you. Spa pedicure chairs are to be sterilized with a dedicated product – Spa Genie – to ensure outstanding cleanliness is met.

That's all folks! So there you have it, the top 10 most important factors you should consider when choosing your spa. We are pleased you took the time to read this guide and hope it gave you a helpful insight into how to choose your spa/salon.

If you have any questions or would like to visit us, please call 9331 1122.
Don't waste another minute, ready, set, go!

Go to our [website](#) and download your free \$20 voucher and we look forward to meeting you in our spa soon!



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Phone 08 9331 1122

Address Cnr Gilbertson Road/South Street
Kardinya, WA 6163

Website <http://www.day-spa-perth.com.au>

Email lebeau@bigpond.com

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