

## A Healthier Way to Spray

Your client shields herself from the sun to save face, but she yearns for a bronzed glow. You've mentioned sunless spray tanning, but the fear of chemicals makes her shy away. That might not be the case if you offered her an organic solution.

Rick Norvell, owner of Norvell Sunless Spray Systems (bodyinvest.com), says that his **Organic Tanning Solution gives eco-conscious clients fresh-from-the-beach color.** This process begins with the water. Typically, solutions are made with chemicals that keep them from oxidizing. Norvell compares it to wine, which spoils when exposed to air for too long. Not only that, but many minerals found in water, such as iron, react negatively with DHA (dihydroxyacetone), the ingredient in tanning solutions that generates pigment in the skin. The result is an uneven, undesirable-looking tan.

Norvell found a way around these issues via special processing and airtight packaging that earned eco-certification for the solution. The water used for the Organic Solution is UVC-filtered. "This kills any living matter, such as bacteria and fungus, and extracts minerals," he says. And the container allows the solution to remain pure without preservatives. "It's kind of like boxed wine," Norvell says. "It's put into an airtight bag, which goes inside a spouted box. This way, it doesn't oxidate before going on to the skin."

The Norvell Spray System overspray booth was built to keep the air clean and cut down on the "chill factor." Specially positioned fans catch the overspray of tanning solution and balance the flow of air, reducing drafts during application. The fan filters are washable, and the floor mat also absorbs overspray.

Norvell says that spa owners don't have to invest in his company's system to take advantage of its Organic Sun solution. In fact, there's a pictorial step-by-step on the company's website explaining how to construct a starter spray booth for \$100. Day spa owners who offer spray tanning can call 888.829.2831 for a free sample of the solution.



## A Friendly Heads-Up

If your client forgets her appointment to plump up those smile lines, you'll both be frowning. But if you'd used Smile Reminder's automated, real-time messaging system, you could've sent her a customized email or text, reminding her of the appointment. You could do the same to let her know about the two-for-one massage special you're running or the upcoming sale on skincare products.

In addition, Smile Reminder is a "client enabler." This means that **customers can digitally connect with your spa within seconds.** They can confirm existing appointments or request new ones, ask questions and receive newsletters.

Spa owners can also use Smile Reminder to send personalized birthday and holiday greetings to clients' cell phones and email in-boxes.

The goal of Smile Reminder is to better connect spa professionals with their clients. "Customer service is essential to any business's success. Staying in constant contact with clients is a key component of that," says Jim Higgins, CEO. "Our service gives people the chance to get in touch with their spa as often as they choose, forming a strong bond and lasting loyalty."

Smile Reminder's messaging solution is enhanced with SmileDash.com, an online interaction suite that allows clients to securely pay bills, view images and download forms. To learn more, visit [smilereminder.com](http://smilereminder.com).

## Yoga to Go

Susie badly wants a brick-hard bum, and Brenda needs a break from her bad back. Both women are getting results and relief by taking yoga classes at your spa. Problem is, neither can remember the poses once she leaves the studio.

So, walk them over to your retail area and suggest that they take home a "cheat sheet" of sorts. *Yoga to the Rescue: Remedies*

for *Real Girls* is a clever assortment of **48 cards featuring yoga poses that address common afflictions of stressed-out women** (think insomnia, bloating, hangover or a jiggly derriere).

Colorful, whimsical illustrations show the positions along with descriptions that further explain how to properly get into them. For example, card No. 35 boldly inquires, "Full of beans?" If so, do as the blushing girl on the card is doing. She gets into a boat pose and stays there, as her dog, wearing a clothespin on his nose, sits at her side.

Also listed on each card are the health benefits of the pose to motivate readers, along with focus points to keep their bodies aligned. Even smarter is that the cards are divided into convenient categories: sexy, calm, energy, restore, cleanse, sanity and ragtime.

There are plenty of Susies and Brendas at your spa, so send them off with some healthful humor. Get the decks at [rescuegirl.com](http://rescuegirl.com).

