

# Outloud | PERSPECTIVES

WHERE THE PROFESSIONAL SALON INDUSTRY SPEAKS UP

Representing three different segments of the salon and spa industry, Jane Wurwand, Lynelle Lynch and Jana Westerbeke give us their perspectives on:

## How will the marketing and promotion of skin care and spa services change in the next few years?



### Jane Wurwand

Founder  
Dermalogica and The International  
Dermal Institute

**“WHEN IT COMES TO** marketing skin therapy and health, both the marketing message and the delivery system for the message are about to undergo massive transformation. The fantasy, pampering, indulgence and luxury paradigm, which lingers in the spa and skin care world, is ridiculously outmoded and defunct. **What’s most crucial now is that the product and service integrate into clients’ lifestyles** with contemporary relevance. The benefits of the product must be immediately tangible and accessible, allowing clients to incorporate the brand into their life as a daily practice. The connection with the consumer will become more and more intimate—an ad in a magazine or on TV is too generic. **Wise marketers will reach key stakeholders through e-mail, BlackBerry, Facebook, Twitter and more.** Transmission via personal electronics must be concise and highly personalized. This calls for increasingly sophisticated data gathering and management by manufacturers and spa owners. Know your database and own the market.”



### Jana Westerbeke

President  
Gadabout Salons  
Tucson, Arizona

**“NOW MORE THAN EVER** the professional beauty industry needs to look at how we can touch the guest before, during and after their services. Whatever our technicians are touching, they need to begin a conversation and educate the guest about it, from service to home care. This is the perfect time for our technicians to evolve in their services and offerings. The technicians can **perform express services to engage the guest** and introduce them to different opportunities. Through express services, we can educate the guest about new opportunities and pre-booking to ensure the guest will return.”

**SALON TODAY congratulates Jane Wurwand for being named Woman Business Owner of the Year by National Association of Women Business Owners.**



### Lynelle Lynch

President  
Bellus Academy of Beauty and Spa  
Poway, California

**“CLIENTS WILL LOOK TO** their beauty professional to produce tangible results while delivering a luxurious experience. **Professionals will use the latest in skin analysis technologies to create services**, sophisticated home care regimens and follow-ups to improve the quality of the client’s complexion and wellness, and to ensure the client’s results continue. Clients want relaxation and results that are non-invasive and immediate, so aggressive treatments like peels will continue to address skin conditions. Complementary services, such as reflexology, will provide a relaxing balance. Clients will want to leave event-ready, so make-up applications after every treatment will become a standard promotion. Both home care and retailing secure a relationship, so these promotions will help ensure client retention. Spas and salons will also market the opportunity to enjoy multiple services simultaneously, which will increase results and maximize time. **Light therapy treatment is an example as it can be delivered during a manicure or pedicure.”**

Do you have a hot topic on which you’d love to see different perspectives from the industry? Send it to Stacey Soble at [ssoble@vancepublishing.com](mailto:ssoble@vancepublishing.com) and we’ll get the dialogue started.