

Day Spa Partner Update



Exclusive Spa Finder Industry Interview

Larry Reinhard is the owner of Heaven Spa, a Spa Finder Partner in the Philadelphia area. Larry comes from a background in politics and real estate. He and his wife, Tatiana, have worked diligently to bring their business from bankruptcy to success and accolades. Read about his

personal endeavors and how he gave a 100 year old her first spa experience!

Spa Finder: What's the most important decision you've made for your business?

Reinhard: This is difficult to say—there are so many! I suppose reorganizing the focus of the spa from a "typical day spa" to becoming a premier Day/Medical Spa. Also, our focus on Internet promotion and exposure rather than the usual print media advertising, as well as the creation of our website has been very important. And the implementation of our bachelorette party business has been key. Also, I must recognize the fabulous staff that we have been able to attract. Without our staff there would be no spa!

Spa Finder: What's a trend that you believe will change the spa industry?

Reinhard: The Internet for sure as well as the integration of Medical/Cosmetic procedures within the Spa. There are many "cutting edge" procedures that we are always looking into, but quite honestly the fact that our population is living longer and wants to stay looking younger has helped us create a very broad appeal to a large segment of the population. Also, the fact that virtually every cruise ship, resort, and new condominium/resort project has integrated day spas into their "offerings" has really educated the consumer about the day spa industry.

Spa Finder: What advice do you have for other spa owners?

Reinhard: Learn the advantages of utilizing the Internet for marketing, promotions, etc. Use an e-mail marketing format to promote your services, specials and the spa itself. If you have won any awards then let everyone know it. If you have a special (i.e. Mother's Day, Valentine's Day, Christmas, etc.) then let the public know it. Look into creating a Bridal/Bachelorette "niche," and

integrate medical/cosmetic procedures into your programs. Hire only the "best of the best." This is a service business and usually you don't have a second chance to impress a client—knock their socks off at their first visit.

Spa Finder: What achievement are you proudest of as a spa professional?

Reinhard: There are many. Certainly having the finest therapists anywhere in this tri-state area working at Heaven Spa is among them. Also our creation and implementation of our Bridal/Bachelorette business. This is a growing trend as I see it, as women are quite tired of the traditional bachelorette parties, and having a spa party is increasingly becoming a very popular alternative.

I also can't forget the day when a woman, who must have been about 80, came into our spa to purchase a gift card for her Mother's 100th birthday! Her mother had never been to a spa. When her mother came in she was so thrilled with everything she left by saying "I'm going to return with all my girlfriends!" She actually had returned several times with some friends!

Spa Finder: Let us know about an awesome experience you had at a spa other than your own.

Reinhard: I travel and over the past year I have been going to a fabulous spa in the Dominican Republic (Punta Cana) that is as good as any place I have ever been. They created a magnificent day spa and their therapists are all world class as is the spa itself-with floating buildings on a lake to have massage in. I have experienced spas in many countries, especially St. Lucia, where they have the oldest spa in the western hemisphere. This is an awesome experience-especially bathing in the hot sulphur bathes that come from the active volcano!

Spa Finder: How has your relationship with Spa Finder benefited your business?

Reinhard: We love Spa Finder. This has been such a rewarding relationship for Heaven Spa! The ease with which we are able to interface with our personal representative (Jasmine Eger) and her continual help and suggestions have been great. We have experienced several other industry gift card companies, but not one can compare with Spa Finder as to the professionalism, personal contact assistance, etc. We are a personal service, and having experienced the remarkable level of personal attention we receive from Spa Finder has really helped to make us the Spa we are today!