

The surprising role salon-spas play in promoting wellness for seniors and senior living communities



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*Fully managed salon and spa services
designed expressly for senior-living and
assisted-living communities*

With health-conscious Baby Boomers coming into the senior-living market, creating a wellness culture can help communities win attention and delight residents. And surprisingly, upgrading your salon can play a major role not just in creating a wellness culture, but in marketing it.

For 20 years, I've had the privilege of partnering with senior-living communities to bring residents a salon-spa experience that helps them look good, feel good and use the benefits of massage, advanced skin care and other services to live healthier, happier lives. The following pages offer a quick look at how a salon-spa can use a focus on wellness to help your community—and your residents—thrive.

Abby Germain

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- *Relax - Refresh - Rejuvenate* -



How a Focus on Wellness Helps Senior-Living Residents *and* Communities Thrive

Today, “wellness” is a key message for every senior-living community. For both residents and community management, it has come to mean far more than having an onsite medical center or a fitness room. Advances in technology, geriatric medicine, and the mainstreaming of mind-body therapies such as massage have had a major impact on how seniors view healthy aging. This in turn has had a big impact on the lifestyle amenities it takes for management to market communities and maintain resident satisfaction.

**For residents, wellness is about good self-care—
physical, intellectual and psychological**

As Baby Boomers move into the senior-living market, they bring with them the desire not just to live longer, but to live better. That’s why they see wellness as including everything from exercise and regular checkups to healthy products, smart lifestyle choices and vibrant social engagement. Many of today’s seniors value therapies such as healing touch, massage or even reflexology to keep stress in balance and support them in dealing with everything from muscle and joint aches to chronic illnesses. In addition, recognizing that looking good contributes to feeling good, seniors include skin care, manicures and pedicures, hair and scalp treatments, and contemporary styling as integral to healthy aging.

No wonder so many senior-living communities feel the need to upgrade their salons and offer residents the types of services found in upscale spas.

**For communities, wellness is about using the right
amenities to keep cash flow, occupancy and satisfaction healthy**

Cash flow, occupancy and resident satisfaction are the metrics used to measure the success of today’s senior-living communities. That’s why a focus on wellness has become such good business. In fact, when an article in the *Journal of Active Aging* asked three senior living communities why they invested in new wellness centers, here were their reasons:

- **Resident satisfaction**
- **Higher occupancy (strengthening the current generation)**
- **Marketing power (attracting the next generation)**

Note that the ROI of wellness was based on bottom-line business metrics. What happens when senior-living managers focus not just on wellness *facilities*, but on a wellness lifestyle that reaches throughout every aspect of community life? It might begin to look something like this:

- **Emphasize healthy environments and organic products** that support wellness by minimizing toxins and other hazards.
- **Complement exercise with toning, massage and relaxation therapies** that can help seniors minimize the negative impact age can have on bones, balance, mobility, eye sight, digestion, strength, and mood.
- **Support self-esteem** by avoiding anti-aging messages and actively celebrating longevity.



What's interesting is that one of the fastest and least costly ways to achieve all three of these goals is by upgrading your community's salon to a new salon-spa business model that can provide the wellness focus—and services—valued by today's seniors. Expanding services to include contemporary, full-service salon offerings plus massage, skin care, and many other services rewards residents with a wider array of wellness options. Meanwhile, the salon-spa—and resident satisfaction with this valuable amenity—reward communities with marketing edge at the same time recurring income from the salon-spa contributes to monthly cash flow.

Even with such a win-win scenario, change can be hard. So let's look a little closer about the reasons for upgrading to a salon-spa model, along with the costs and benefits.

In Our Experience

Can a salon-spa help people live longer? Older people who are happy, even for a little while, have a **35% lower risk of dying** than those who were least happy, according to results of a study published in the *Proceedings of the National Academy of Sciences*. Seniors—including men—also report that having healthy, attractive hair and well-groomed nails is important to feeling good, while therapeutic massage, facials, body wraps, peels and other types of spa services improve how they feel *and* how they feel about life.

Anti-aging Messages and Toxic Products: When Salons and Spas Do Harm

When residents walk out of your community's salon, will they be *less well* than when they walked in? Unfortunately, that's often the case when the salon isn't designed expressly to serve the senior population.

**Age must be hidden vs. age can be celebrated,
Which message does your salon or spa send?**

Many senior community salons have the same décor, products and staff mindset as salons designed to serve younger clientele. This can actually be harmful to residents because the entire experience communicates that youth is desirable and signs of aging must be hidden. This leaves older clients feeling devalued.

Other senior community salons go to the other extreme and strip down services, décor and social ambiance in an attempt not to look "too young." This leaves residents feeling that they don't deserve to have first-rate services or a little pampering. Messages like these have a negative impact on how your residents feel about themselves. Both messages also undercut what your community is all about.

From hair and makeup, to skincare and massages, you want to make sure that stylists and spa staff help residents look their best and also feel their best in every chapter of their lives. Plus, by *not* stripping down the facilities or menu of what's offered, staff can offer therapeutic services that feel like pure pampering. Warm paraffin hand wraps or massages, for example, offer relief from age-related conditions such as arthritis or poor circulation while providing the personal attention and "human touch" that is so important to maintaining a sense of well-being.

Are salon products dangerous for older people?

Another danger in traditional salons is that their products are not chosen expressly for the senior population. Due to a lack of government oversight, many cosmetics, sprays, lotions, dyes, fragrances and other hair, nail and skin products contain ingredients that can be irritating and in some cases downright toxic. This is of concern to salon-spa clients who are in the most robust health. It becomes a *critical* concern for residents who take medications, may have depressed immunity or frail health.

When you consider how many seniors are taking multiple prescription medications, this extra dose of “beauty” toxins can become truly hazardous.

Here are just a few examples of troubling ingredients that may be found in the products now used in your community’s own salon:

- **Propylene glycol** can cause kidney and liver damage.
- **Parabens** are linked to breast tumors.
- **Phthalates** cause organ damage.
- **Chemical dyes** have been widely associated with cancer.

Given these risks, many communities have discovered that instead of being a partner in promoting wellness, their existing salons actually create issues for residents. This may seem like a small point, but today’s seniors are increasingly knowledgeable about environmental health risks—and increasingly concerned about limiting their exposure.

The last thing senior-living directors want is a salon that creates dissatisfaction among residents or negative publicity for the community.

This alone can be reason enough to upgrade to a salon-spa model where products are chosen specifically for the senior population. But even more important than what you want to avoid is what you and residents stand to gain from a salon-spa model that is more sensitive—and proactive— in supporting wellness.

Let’s look next at how the salon-spa model adds a valued new dimension to the community lifestyle and to the quality of residents’ lives.

In Our Experience

In our more than 100 Rejuvenate Salon & Spa locations, we emphasize the use of products that are safe and organic. These are beautifully made selections and they are beautifully displayed in our salon-spas. Our clients know that the products we offer are beneficial and effective specifically for seniors. We have found that because of our own focus on wellness, residents regard our staff members as genuine advocates in helping them age well and enjoy optimum health.

How Salon-Spas Keep Residents Looking and *Feeling* Good

Salon and spa services play a major role in supporting residents' wellness. Grooming and pampering help seniors maintain a healthy view of themselves and of life. Quality salon and spa also play a fundamental role in helping seniors deal with many of the physical and emotional challenges of aging.



The Rejuvenate Salon & Spa at the Riverwalk Community

Beyond “image,” high-quality salon and spa services offer true health benefits:

MASSAGE stimulates circulation, releases endorphins and helps maintain the body's range of motion. Neck and shoulder massages can help relieve stiff muscles. For people coping with illness, it may be effective in decreasing stress, anxiety, depression, pain, and fatigue.

MANICURES that include soaking the hands in warm paraffin are beneficial in providing temporary relief of painful arthritis.

PEDICURES can ensure that feet are clean and hydrated, which is especially important when you are managing diabetes --as long as the nail technician is using very clean instruments and they know what they're doing.

SKIN CARE PRODUCTS & FACIALS help mature skin look and feel better *and* help provide relief from dry, flaking skin that is a common problem among adults, especially older adults.

BODY WRAPS can reduce toxins and promote healthier circulation and skin tone.

STYLING EXPERTISE can help seniors cope with dry, thinning hair or hair loss. Looking good and feeling cared for are extremely positive in supporting confidence and a sense of well-being.

From golfers to assisted living: creating the right wellness services for *your* residents

The most successful salon-spas are the ones that tailor their offerings not only to seniors *in general* but to seniors at your *particular community*.

For example, physicians agree that massage can be as valuable for older people as it is for athletes. But while there are benefits for all seniors, the type of massages your salon-spa offers should not be one-size-fits-all. A salon-spa serving an assisted-living community might focus on geriatric massage to improve circulation for those suffering from age related illness, such as Parkinson's disease, arthritis and heart disease. A salon-spa in an independent-living community might also offer massage options geared to more active seniors, such as a “Golfer’s package” designed to increase flexibility and address any aches and pains that keep seniors from enjoying their best game.

Both approaches, however, should be offered by massage therapists who are experienced in *senior* massage. Even if seniors aren’t frail, the pressure and techniques used should be less intense and often more focused than with younger people.

Using new trends in salon services to keep seniors feeling confident

Just as clothing fashions change, so do trends in hair styles and salon services. With Baby Boomers, for example, stylists need to offer far more than teasing, sets and perms. Even color has gotten more sophisticated, with new ways to add highlights and lowlights to make color look even more natural and flattering. Hair and scalp treatments and deep conditioning help hair stay healthy as seniors age, while glazing techniques add shine and texturing adds shape and volume without the need for rollers.

In Our Experience

In the 20 years we’ve been providing salon-spas specifically for senior-living communities, we’ve seen such a change in the caliber of services—and staff— that residents expect. But what *hasn’t* changed is that the salon-spa continues to be a key marketing asset. So many executive directors have contacted us about creating a Rejuvenate Salon & Spa for their community because an outdated spa was putting them at a disadvantage, undercutting the freshness of their community and their understanding of what today’s seniors value.

Salon-spa Wellness Options: Not Just for Women

Executive directors who have introduced a Rejuvenate Salon & Spa as part of their wellness program have noted something that has surprised them: Men are as enthusiastic as women. A resident in one of our salon-spa communities offered this observation:

The key to providing wellness services to men is not just to offer them, but to make the salon-spa environment comfortable enough for men to come in and take advantage of the services. This is easiest when you have the luxury of creating your salon-spa spaces from the ground up. Then, a design can be developed that's as aesthetically pleasing to women as it is welcoming to men.

Even when we are installing one of our salon-spas in an existing salon space, however, we've seen that flexible scheduling goes a long way to creating an environment where men feel at ease.

In fact, simply by setting aside specific times where the spa is reserved "Just for Gentlemen," we can *double* the audience for wellness services.

Bring in the Barber, pass the pretzels and enjoy the game



As an example of how scheduling can be used, our salon-spas set aside days or times for men only. At these times, we make a few décor changes to create a more masculine environment.

We bring in a barber plus snacks. We tune the large-screen TVs to ESPN. In this friendly, male environment we find men become real "fans" of manicures and pedicures and feel very comfortable scheduling massages and even body treatments.



“When I first heard that we might get a spa at Deerfield, I wasn’t too excited. Being a typical man, I had only a vague idea about the services. Well let me tell you, brothers and sisters, the spa is one of the best things to happen since I moved here.

I have a monthly 30 minute massage and also a pedicure. Please take my word for it, these services are worth every penny, especially considering the stress-relief and relaxation the massage brings to aches and pains. And let’s face it folks, the older we get, the harder it becomes to clip those toenails, so I highly value my pedicures.”

How Salon-Spas Differ from Traditional Salons

Salon-spas look and feel different than traditional beauty salons. Salon-spas developed specifically for senior-living communities should look and feel even *more* different. That's because the spaces need to reflect the wellness value proposition: helping seniors look and feel more attractive, healthy, balanced and strong. This has implications for how a senior salon-spa is designed in terms of both function and design.

Making the environment beautiful and *accessible*

For almost 20 years, we've worked with communities to create salon-spas tailored for senior residents. We've learned so much about how these salon-spas need to differ functionally from traditional salons. Using slip-proof surfaces, creating more space in the floor plan to accommodate wheelchairs, and making chairs and massage tables more accessible are all important elements of design.

But so is beauty! Even when we locate a Rejuvenate Salon & Spa in an assisted-living community, we make sure that our spaces never feel sterile. Visually, we eliminate clutter and provide lovely décor flourishes so that the experience is warm, personal and restorative of both body and spirit.

What does a beautifully functional salon-spa look like? Let's look at these photos of the Rejuvenate Salon & Spa at Moorings Park senior-living community in Naples, Florida. A new salon-spa facility was created from the ground up as part of a major renovation for the community. Right from the earliest stages of the renovation, we consulted with Moorings Park architects and designers to provide insights on the features, functionality and even the flourishes that appeal most to seniors.

Even small, existing spaces can be made over to offer a full suite of salon and spa services

If expanding your "wellness footprint" isn't immediately possible in terms of building new facilities, you can still offer new salon-spa services. For example, when Rejuvenate Salon & Spa was brought into Park Summit, the existing salon offered only 200 square feet of space. By making creative and flexible use of that limited floor space *and* scheduling, we were able to provide traditional barber and salon services plus wellness offerings including luxurious and beneficial services like massages, body wraps, facials and other spa services.

- Décor appeals to women and men
- Spaciousness allows wheelchair access
- Accessibility features blend into the design
- A highly functional yet welcoming ambiance



In Our Experience

We are privileged to partner with communities in creating new salon-spas from the ground up. We also shine at transforming existing spaces to provide a luxurious new environment and an entirely new level of self-care and beauty services.

At the Five Star Classic Residence at Pompano Beach, we transformed a dark corner into a warm, welcoming waiting area with a selection of beautiful, name-brand salon and spa products for sale



Healthy Relationships: The Salon-Spa as a Social Hub

As all senior-living community managers know, social engagement plays a vital role in keeping people not just happy, but physically healthy. That's why senior-living communities place such value on activities that bring seniors together. A salon-spa can also play an important role. In fact, a warm, vibrant and *active* salon-spa can become a true social hub for residents.

For women, going to the salon has always included a pleasurable level of social interaction, from catching up with friends to getting news on what's happening in the community. We looked earlier at how creating "Gentlemen Only" days at the salon-spa can create this same sense of community for men. But it's only the start of how much the salon-spa can do to engage residents in between their regular visits.

At our Rejuvenate Salon & Spa locations, we place a lot of emphasis on events. We look for ways to engage residents in fresh ideas about wellness and new ways for them to look and feel their best. Here is just a short list of events in our salon-spas:

- We host fashions shows and jewelry showcases.
- We bring in representatives from top-line skin care and cosmetics companies.
- We treat clients to makeovers.
- We demonstrate wellness therapies such as reflexology and aromatherapy.



By always offering something new, our salon-spas provide wonderful opportunities for residents to engage in learning more about wellness—and each other.

Keeping things fresh is key! That's why we're always updating our wellness focus with seasonal menus of services. In winter, for example, we might offer warm cranberry hand treatments or a celebratory New Year's champagne facial. From pampering packages to practical seasonal services (such as pedicures for sandal season), we're able to sustain interest in the salon-spa and its services.

Supporting community outreach

In addition to creating a social hub *inside* the community, a vibrant salon-spa can engage prospects *outside* the community.

Rejuvenate Salon & Spa staff, for instance, regularly provide staff to complement their senior community's presence at health fairs.

We also support marketing efforts by letting the sales team offer our services as part of special events.

Gift baskets and giveaways

While other communities invite prospects to attend a free luncheon, our communities also offer participants spa treatments such as complimentary hand massages.

Drawing from the selection of products offered at the salon-spa, staff can create beautiful gift baskets and give-aways.

These can support any number of marketing efforts, from providing prizes for events and contests, to thank-you gifts.



Salon and spa services are always a popular draw and they go a long way to differentiate not just the marketing event, but the community itself.

Brand Building: The Salon-Spa as a Financial and Marketing Asset for Senior Communities

In the previous pages, we've looked at how a salon-spa helps make a tangible contribution to the health and happiness of senior-living residents. Now, let's look at how a salon-spa can help your community's financial strength thrive as well.

Reducing turnover. Since healthy, happy seniors live longer, the salon-spa is a strong partner in helping reduce resident turnover. In addition, a well-run salon-spa keeps great people. This reduces the turnover of stylists and other staff as well.

Resident satisfaction. By keeping staff turnover to a minimum, your residents enjoy a long-term relationship with staff who are professional and loyal *and* who are fans of the community. Their enthusiasm helps keep clients truly satisfied with the salon-spa services. In addition, salon-spa staff can play a very proactive role in making it easy for long-distance friends and family to stay in touch with and order gifts for residents.

Community visibility. By advertising outside the senior-living community, the salon-spa attracts new revenues *and* new residents as well. So, in addition to enjoying steady recurring monthly income, communities also enjoy greater visibility with prospects. Plus, the emphasis on wellness vs. pampering increases the perceived value of the salon-spa *and* your community.

Image and differentiators. Branding matters more than ever. Whether your community is new or you're seeking to reposition an older community, the ability to offer first-rate salon and spa services becomes a valuable differentiator. Plus, one glance at a beautifully appointed salon-spa communicates so much about how your community respects and *celebrates* longevity.

In Our Experience

Salon-spas can also contribute to community's financial well-being by being proactive in licensing and meeting strict safety, health and hygiene regulations. Many traditional salons regularly run into problems with state inspectors. But this simply isn't an option for a salon-spa that is intended to support your community's wellness culture—and brand. That's why compliance is built into our own culture. It makes a difference. In fact, state inspectors tell us they wish that every salon and spa were run the way we run every Rejuvenate Salon & Spa location.

“This generation, associated with social change including the civil rights and anti-war movements in the 1960s, has another important cause—**STAYING HEALTHY.**

We need to become activists in promoting healthful behaviors and try our best to remain active and healthy the rest of our lives.”

Arthur Hayward, MD
National Clinical Lead, Elder Care
Kaiser Permanente



How to Bring the Right Salon-Spa to Your Community

The benefits of bringing a salon-spa to your community are clear. Now, the question becomes what does it take to do it? Literally just a phone call. That must sound like marketing hype! But it isn't. That's because we've spent 20 years fine-tuning the process of getting Rejuvenate Salon & Spa services up and running—in communities large and small, assisted living and independent living—in states across the nation. We can use this same streamlined process to bring one of our salon-spas to *your* community.

1. **We listen.** We come to your community so we can see what you have and what you have in mind. If you're planning a new salon-spa, we can help advise your designers *at no cost*. If you're thinking about upgrading an existing salon, that's even easier.

2. **We plan the transition.** If there are valued employees in your existing salon, we invite them to join our Rejuvenate family. We plan the update of the décor and design. We create a custom menu of services designed for your community's specific residents.



3. **We handle everything for the grand opening.** From refreshing the space to licensing, staffing, payroll and stocking salon and spa supplies, we quickly open your community's new Rejuvenate Salon & Spa. We even handle the grand opening event and community marketing. ***We have transformed existing salons into our salon-spas in as little as three days.***

4. **We continue to handle everything.** Our professional staff members excel at keeping everything running smoothly, from scheduling appointments to complying with safety and health requirements. You'll see regular marketing in the community plus special events, birthday cards and gift certificates for residents, and more. You can also count on us to help you with marketing by offering spa days or other unique services.

5. **You receive recurring monthly income, starting immediately.** Because of our strong marketing and commitment to satisfying our clients, you can enjoy steady monthly cash flow from the salon-spa, and it can be significant: In some locations, we've increased the total monthly salon-spa revenue by \$3,000—a welcome contribution to the communities' cash flow.

Switching involved \$0, 7 days and no headaches

“We had a hairdresser who would come in to provide just hair services, but we still had to run things. I’m not a salon manager and I just got tired of the headaches, so I called Abby Germain of Salon Services. Just *one week* later, I had a beautiful Rejuvenate Salon & Spa — and Salon Services runs it flawlessly without any effort on my part.”

Dave Shymkiw, Coral Oaks, Palm Harbor

Staff and prices can stay, new services delight residents

“In switching to Rejuvenate, Salon Services delighted our residents by keeping our long-time hairdresser and then bringing in new stylists, a barber, manicurist and massage therapist. It’s all so beautiful, too, with big plasma TVs in the salon and spa rooms. Change can be hard, but what a wonderful, welcomed change this has been.”

Brant Spence, Regency Oaks, Clearwater

The salon-spa updated our entire image

“Visually and from a services standpoint, our salon was undercutting our image. In just two weeks, Abby transformed it into a Rejuvenate Salon & Spa. This enables us to get even more exposure for our community: our 2-day spa event brought doctors, social workers and case managers in ... it was the talk of the hospital.”

John Miller, The Forum at Deer Creek, Deerfield Beach

A new salon enhances a community’s competitive edge

“When we bring people into our community, the Rejuvenate Salon & Spa makes us look so good! It’s a wonderful example of the quality amenities available to our residents and their families. The salon also markets to the outside community which has brought in many new prospects that didn’t cost us a dime.”

Beverly Benjamin, Aston Gardens, Tampa Bay



Founded in 1996 by Abby and Tim Germain, Salon Services supports over 130 Rejuvenate Salon & Spa locations in over 100 independent-living and assisted-living senior communities across the nation. Residents enjoy luxurious salon services and valued wellness solutions such as massage, skincare and many other spa services, all customized for the needs and preferences of seniors and provided by experienced and caring staff.

To discuss a Rejuvenate Salon & Spa for your own community, please contact

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*"If I'd known I was going to
live this long, I'd have taken
better care of myself."*

— Eubie Blake, age 100



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